

NOV. 2, 1955

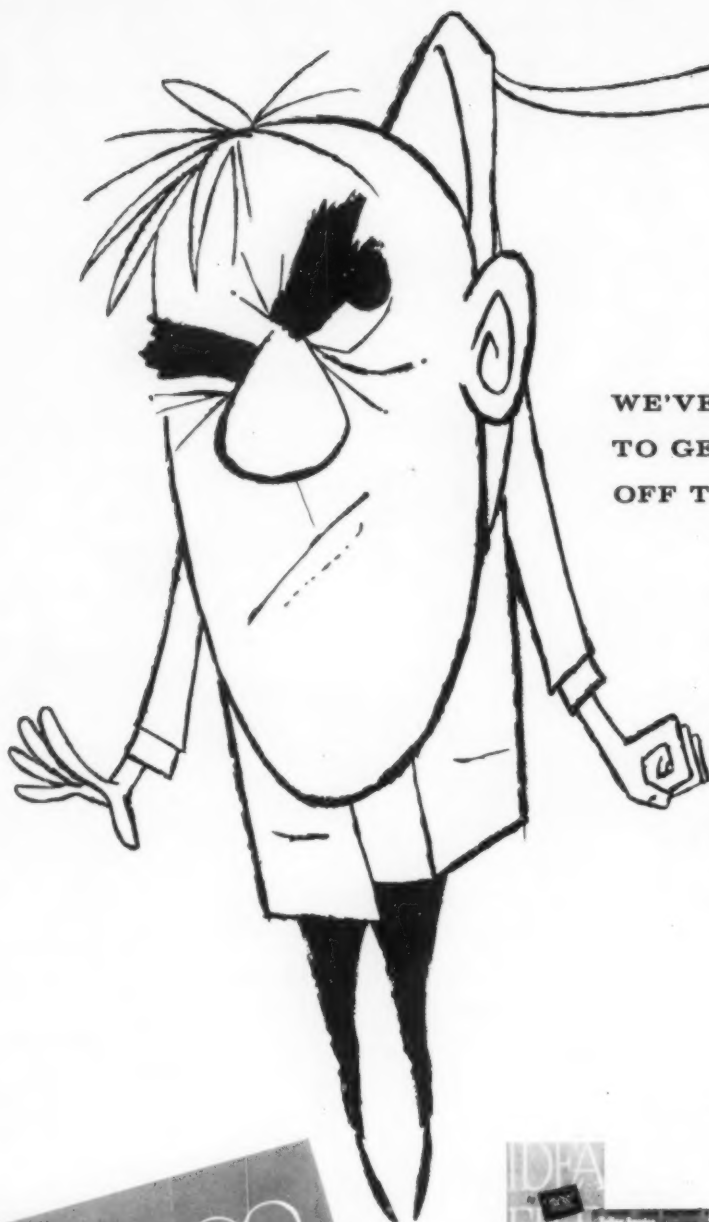
Sales Management

THE MAGAZINE OF MARKETING



A BILL BROTHERS PUBLICATION

FIFTY CENTS



**WE'VE GOT WHAT IT TAKES
TO GET YOU
OFF THE HOOK**

If you are hung-up over Merchandising at the Point-of-Sale—we would like to get you back on firm footing with solid down-to-earth help.

First of all, we are specialists. For more than half a century, Chicago Show has devoted its talents to *one* phase of advertising: Producing merchandising programs that sell hard at the point-of-sale. We like to think of ourselves as a "House of Ideas," converting sound sales ideas into dynamic merchandising programs designed to increase traffic at the retail level—yet tied in closely with your overall promotion scheme.

Our nation-wide staff of experts want to sink *their* hooks into your point-of-sale problems. We can follow through on every detail—from idea conception to job completion—for a single display, or a year-round display program. How about talking your problems over with us today. We'll show you how to get action where it counts—at the cash register.



Send for your Free IDEA FILE and Illustrated brochure . . . full of point-of-sale ideas that click. Address Chicago Show Printing Company, 2660 N. Kildare, Chicago 39



Trademark Mystik Registered.

***Merchandising* at the POINT-OF-SALE**

- Lithographed displays for indoor and outdoor use • Animated Displays
- Cloth and Kanvet Fiber Banners and Pennants • Mystik® Self-Stik Displays
- Mystik® Can and Bottle Holders • Mystik® Self-Stik Labels
- Econo Truck Signs • Booklets and Folders • Molded Plastic

Famous American Artists Interpret "Togetherness"



Painting by L. Steckler

Buying A Freezer

If the salesman's smart, he'll tell her (a) how it will save *her* trips to the grocer, (b) how it'll save her husband money and (c) how it will keep the children fed better. For here, again, *Togetherness* inspires the buying decision.

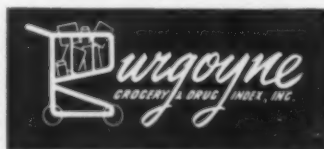
The magazine of Togetherness in more than 4,750,000 homes... **McCall's**



JOHN BURGOYNE

Remember the taste of maple syrup on pancakes and waffles when you were very young and your taste-buds hadn't been introduced to Martinis and tobacco? A progressive food laboratory recently developed a powdered maple flavor, put up in a handy envelope, for making table syrup. It's easy and quick to add sugar and water and make a very flavorsome product, and housewives can stir up only enough for one day's use if they wish, saving storage and spoilage. The inventors figured dealers would like the small shelf space needed, plus the no-breakage and no-spoilage angles. Burgoyne ran panel tests in Rockford, South Bend and Tacoma, found dealer and consumer acceptance high, and you can probably buy this confection in your own friendly (who threw that!) super-super-super right now.

In spite of the monumental promotion of electric razors, there are millions of men who still remove their whiskers with conventional razors and lather. A manufacturing chemist who wanted a share of the shave-cream market developed a good; efficient suds and packed it in a pressure can to make everything easy. Burgoyne was enlisted to run panel tests in Roanoke, Indianapolis and Columbus. Result—not good enough to put the product in the big money. When you have a new item you want to try out at a minimum of cost, Burgoyne is the lad for you to see—he can give you straight dope at low-down cost. Today is the day to find out what Burgoyne can do for you.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Sales Management

THE MAGAZINE OF MARKETING

VOLUME 77

NO. 10

EXECUTIVE OFFICES: 386 Fourth Ave., New York 16, N. Y. LExington 2-1760

November 2, 1956

In This Issue . . .

ADVERTISING

6%, 7%, 10%—and Nothing—Set Aside in Unallocated Ad Funds

36

Sales executives can plot strategies for a year or more, but what about special market situations? How much leeway do they give their advertising managers to take advantage of unexpected opportunities? Here are replies from a representative group of advertising officials.

BRAINSTORMING

7 Ideas Produced by Brainstorming That Now Are Working for Weirton Steel

99

Problem posed by Weirton to its dealers is a common one for all industry: How to introduce a new product.

CONTESTS

"... or a Reasonable Facsimile Thereof"

104

Box tops, limericks, "25 words or less," puzzles are jamming the mails in America's current contest craze, with world tours, tropic isles as prizes. Now you can get professionally designed contests for your own business.

CUSTOMER RELATIONS

Clean-Up in Appliance Service Mess

54

Who is doing what to provide the kind of maintenance and repair people expect today on their de luxe appliances, willingly bought at high prices? Will manufacturers use better service as a superior competitive appeal in '57?

Marketing Is on the Move

So Sales Management presents for your

- first quarter action
- year long planning
- long range forecasting

1957 Markets

In Sales Management, November 10

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DISTRIBUTION POLICIES

Sales Rose 46%, Costs 23% When We Switched To Agents by F. W. Kabat, Director of Sales, Micrometrical Manufacturing Co.

Now 32 manufacturers' agents instead of six company-hired salesmen bring in the business.

69

MERCHANDISING

Korvette (the discounter) Goes Elegantly Suburban

Is Korvette, the New York City discount house, setting the pattern for a high-volume, low mark-up department store? Will conventional department stores stand by while Korvette's '56 sales of \$55 million grow to \$225 million by 1959?

62

PRICING

How to Take the Sting Out of Increases, by William J. Tobin

If you have to raise prices in '57, you'll need answers to nine questions posed and pondered here.

31

Net Pricing Gains New Recruits

Is the list price, minus discounts, on the way out because it confuses distributor salesmen as well as end-users? Standard Pressed Steel and Cleveland Cap Screw explain the extra benefits achieved by pricing for the convenience of the user—rather than that of the factory.

48

SALES PROMOTION

Winchester Sets Its Sights on Second Century of Shooters, by Lawrence M. Hughes

"The Gun That Won the West" finds a growing target in the more-leisure sportsmen's market. Winchester's salesmen develop an ability to shoot and to organize shooting clubs.

40

VISUAL AIDS

Catalog of Business Films

The Sales Promotion Executives Association, Inc., with an assist from leading film producers, makes available hundreds of business films on loan basis to qualified executives.

86

Do YOU sell... what he's looking for?



He's on the hunt for new and better products... There's nothing else on his mind!

Every month 66,000 product selectors search for improved equipment, parts and materials in Industrial Equipment News.

Could there be a better place, time or frame of mind in which to tell your product story?

The 40,000 establishments in all 452 industries for which they buy and specify make 80% of the national product.

Every NEW market is saturated; every present market is covered.

Details? Send for COMPLETE DATA FILE, and new, YOUR MARKETS ARE CHANGING booklet.

Industrial Equipment News

IEN

FOUNDED 1933

Thomas Publishing Company

BPA 461 Eighth Avenue, New York 1, N. Y.
NBP ... Affiliated with Thomas Register



Audit Bureau of Circulations



Associated Business Publications



National Business Publications



Magazine Publishers Association

SALES MANAGEMENT, with which is incorporated PROGRESS, is published the first and third Friday of every month, except in May, September and November when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 386 Fourth Avenue, New York 16, N. Y. SALES MEETINGS, Part II of Sales Management, is issued five times a year—in January, April, July, October and November. Editorial and production offices: 1212 Chestnut Street, Philadelphia 7, Pa., WALNUT 3-1788; Philip Harrison, General Manager; Robert Letwin, Editor. Copyright, Sales Management, Inc., 1956.

BUY NORRISTOWN FIRST for Montgomery County, Pa.

We got numbers, you got numbers, everybody's got numbers, some got bigger numbers, some got smaller numbers and some got hardly any numbers at all. Mathematical confusion sure is the order of business and the selection of markets and media today and we're usually in there "pitchin" with the same. And . . . we got millions of this and that we can prove too.

Only two numbers to prove our multiple profits potential

Norristown family income is \$1162. above Pennsylvania state average and \$1504. above U.S. average. Only in markets like ours can your advertising investment produce better than average turnover.

We don't claim to cover Robert's Roof or Harry's Basement or that our dozen or more copies going over there cover both Robert's Roof and Harry's Basement. We have no circulation in California. We just got Montgomery County's No. 1 market and Montgomery County's No. 1 producing newspaper. That is all.

THE Times Herald NORRISTOWN, PA.

National Representative: The Julius Mathews Special Agency

WHBF
coverage area has
376,700
consumer spending units
with
\$1,339,059,000.
total retail sales

(S.M. Survey of Buying Power)

CBS FOR THE QUAD-CITIES

WHBF AM TV
ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY KNOEL



Sales Management

EXECUTIVE OFFICES, 386 Fourth Avenue
New York 16, N. Y. LExington 2-1760

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Subscription Manager, C. V. Kohl
U. S. and Canada: \$10 a year
Foreign: \$15

ADVERTISING SALES

For Offices and Personnel
See Advertisers' Index
(two pages preceding back cover)

OFFICERS

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Exec. Vice-President, John W. Hartman
Treasurer, Ralph L. Wilson
Senior Vice-Presidents, C. E. Lovejoy, Jr.,
W. E. Dunsby, R. E. Smallwood and Wm.
McClenaghan

Bill Brothers Publications in MARKETING
(in addition to Sales Management): Sales
Meetings, Tide, Premium
Practice, INDUSTRIAL: Rub-
ber World, Plastics Technol-
ogy, MERCHANDISING: Fast
Food, Floor Covering Profits,
Grocer-Graphic, Tires and Yankee Grocer.



How to Stretch Your Advertising Dollar

If you've a product to sell to *young* women, your message will get immediate attention and response from millions of them in Modern Romances.

The chart below, based on the latest independent Daniel Starch & Staff Consumer Magazine Report, dated May 1956, shows that Modern Romances offers you a greater concentration of women under 35 than any magazine covered by Starch. 73.7% of its women readers are in the under 35 age group.

Besides reaching more young women, Modern Romances provides you with readers who like to shop and buy from its pages because it's edited especially for them. They've got money to spend and their buying needs are many. Advertise your product in Modern Romances. You'll be selling your merchandise at the most profitable selling cost because you'll be selling to *more* young women.

MAGAZINE	% OF WOMEN READERS UNDER 35
Modern Romances	73.7%
Modern Screen	72.4
True Confessions	72.1
Motion Picture	70.9
Seventeen	69.6
Parents'	69.3
Photoplay	67.9
True Story	67.2
Cosmopolitan	50.3
Redbook	50.0

MODERN ROMANCES

AMERICA'S YOUNGEST MARRIED WOMAN AUDIENCE

Dell Publishing Company, Inc., 261 Fifth Avenue, New York 16, N.Y.



32 million families now have the means to live better . . .

Oh — what good customers they can be!

Thirty-two million families have *moved up* into new, higher income groups. They now have the *means* to live better—in time they *will* live better!

*In the case of your product—
can you cut down the time lag?*

If these 32,000,000 families were to take on, at a *minimum*, the same habits and desires as *actually existed* in the corresponding income groups prewar, their purchases would increase as follows . . .

Take even a basic commodity like cotton goods. Prewar *consumer purchase records* tell us:

Total consumption of cotton articles averaged 96% greater in families with \$3,000 to \$5,000 income (today's typical family) than in families with \$1,000 to \$1,500 income (typical prewar family).

Better-income families in the study bought 40% more cotton apparel, 152% more cotton in home furnishings, and so on.

The same comparisons can be drawn in almost all product and service fields.

But we all recognize these 32,000,000 families will not, at once, *automatically live better* just because they now have the *money* to live better.

Why? Because people do not change the habits of a lifetime overnight.

For example—something as down-to-earth as bath-taking. The fact is that people who have been used to the Saturday night bath do not automatically adopt the three or four baths a week habit of their new group

when they move up the income scale. Thus they do not become better customers for soap overnight.

They have to *learn* new habits.

But it is possible to cut down this time lag substantially.

Given the *right product* and the *right reasons*, they will buy more . . . more soap . . . more furniture . . . more expensive foods . . . two cars. They will become better customers!

. . .

Our studies of opportunities represented in these expanding markets may be of particular interest to you in *your* planning for the future. We shall be happy to discuss it with you if you will write or call the J. Walter Thompson Company office nearest you; or, to 420 Lexington Avenue, New York 17, New York.

How income shifts increase potential consumption

Number of articles of cotton clothing purchased in 1941	Income \$1,000- 1,500	Class \$3,000 5,000
Per Man over 16	25.0	34.4
Per Boy 2-16	23.8	33.9
Per Woman over 16	8.3	12.8
Per Girl 2-16	21.0	28.0
Average per capita	19.5	27.3

Average per capita increase of 40%

Dairy Products Prewar Consumption Per Capita	Income under \$1,000	Income over \$5,000
Total Dairy Products (lbs.) .	488.0	1,036.0
Fluid Milk and Cream (lbs.) .	234.0	473.0
Cheese (lbs.)	3.4	8.1
Ice Cream (lbs.)	4.7	25.1
Butter (lbs.)	8.8	19.1

Average per capita increase of 112%

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Montreal, Toronto, San Juan, Mexico City, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Santiago (Chile), London, Paris, Antwerp, Frankfurt, Milan, Johannesburg, Cape Town, Bombay, Calcutta, New Delhi, Sydney, Melbourne, Tokyo, Manila

EDITORIALS

The List Price Crutch

It has been suggested that the discount house will have to close up shop when, and if, manufacturers drop the "suggested list price" in their advertising and promotion, thereby robbing the discount house of an opportunity to proclaim to its customers, "Manufacturer's price; our price." That may be the case where the discount house has no stronger hold on the public than cut prices. And it might be noted here that discount houses, like other retail establishments, have failed and gone out of business.

The people who seriously think that the discount house will go out of business when and if manufacturers refrain from publicizing "suggested list prices" might have second thoughts after they carefully inspect the operation of E. J. Korvette, Inc., the New York City discount house, operations of which are described on page 62 of this issue. Not even Masters, Inc., also a New York discount house, perhaps better known nationally, approaches Korvette in annual sales. Only Sol Polk of Polk Bros., Chicago, appears in the same volume league with Korvette, which started just eight years ago in typical discount house fashion: secretive, and operating on the second floor of a plain office building:

Korvette still bounces its own price off that of the manufacturer. For example: it marks its merchandise, where it can, "manufacturer's price \$—; our price \$—."

You would expect to find this listing on hard goods, and you will. But currently, Korvette sales come 60% from hard goods and 40% from soft goods, and that 40% has been built up only in the past two and a half years, and represents sales, at Korvette's price, of about \$20 million in the past year.

But significantly, Korvette is pushing hard to shift the ratio to 70% soft goods, and 30% hard goods, and confidently expects to boost sales from fiscal 1956's \$55 million to fiscal 1959's \$225 million.

To be sure, many soft goods are fair traded, or price maintained. But so far the general public does not think of soft goods in the same "manufacturer's list price" way as it does hard goods. And, quite frequently, manufacturers do not indicate a list price. So how does a discount house like Korvette bounce its own price off that of the manufacturer to dramatize to prospects that it offers cut prices? Korvette simply does it by marking its soft goods "regular value \$—; our price \$—."

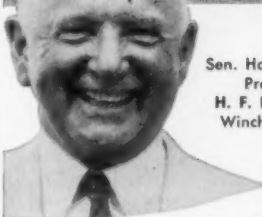
What is "regular value?" So far the public that buys at Korvette is readily responding to the combinations which the firm offers, including the price comparison.

Discount houses aren't forcing the dual price system and the haggling method of buying on the public. Rather, it is the public that has lent its encouragement to the drive, managed by discount houses, to lower the markup on an increasing number of products. But is the day coming when the public will tire of merchandise price comparisons that really do not compare? What, then, can be established as "regular value" and then offered at some lower price?

It now appears clear that the public is winning its fight to buy merchandise at lower markups. Department stores are no longer standing on their dignity; they, too, are out scrapping in the market place in the way that their predecessors helped to establish the department store as an outstanding way to move merchandise. At the same time, in this age of relative luxury, consumers are forcing plain discount houses to add delivery, financing, and other services, plus

H. F. BYRD ORCHARDS OPERATE 234-Unit "Fleet"

(does your advertising reach them?)



Sen. Harry F. Byrd,
President,
H. F. BYRD, INC.
Winchester, Va.

It can... in The PACKER...

weekly newspublication reaching 85% of the Buying Power of the \$7-billion Fresh Fruit and Vegetable Industry.

Senator H. F. Byrd and his brother-partner, T. B. Byrd, operate the nation's largest family-owned apple orchards in Virginia and West Virginia. With 11 orchards covering some 5,000 acres, growing, packing and shipping over 1,000 carloads of fresh apples a year takes a huge fleet of "rolling stock."

Look at this list: 73 two-ton trucks . . . 8 pick-up trucks . . . 2 station wagons . . . 3 sedans . . . 14 buses . . . 54 orchard sprayers . . . 19 orchard trailers . . . 28 asstd. farm machines . . . 33 tractors.

Big fleet to build—and keep rolling! Well worth reaching, if you sell or service automotive or orchard equipment!

The pages of The Packer put you in touch with H. F. Byrd, Inc. and other members of the nation-wide Fresh Fruit and Vegetable Industry. The Packer, read regularly by 6,387 growers-shippers, has an average net paid circulation of 16,421 for the 12 months ending June 30, 1956, (Audit Bureau of Circulations).

Here's what salesmanager Lester Arnold, says: "I have been selling fruit for the H. F. Byrd organization for more than 30 years, have never been without The Packer during that time, and won't be without it in the future."

Reach them where they read! Put your sales message to the industry in the pages the industry turns to, both for news and for a buying guide.

THE PACKER

PUBLISHING CO.

201 Delaware

Kansas City, Missouri

"...nothing helps our salesmen more



Albert Joseph was educated at the University of Toledo, came out of the Navy as a Group Commander with the Amphibious Forces to join The AP Parts Corporation in 1946 as Assistant Advertising Manager. Today he is Advertising Manager, a post he has held since 1948. He is responsible for all AP Parts advertising, sales promotion, and public relations. Mr. Joseph is also a member of the Board of Governors of the Automotive Advertisers Council, and Vice-Chairman of the Industry-Wide Committee of the AAC. He has spoken extensively before important automotive service industry groups. We recently had a very interesting interview with Mr. Joseph, and we think you'll find the highlights informative.

Q Just how would you describe the AP Parts Corporation?

A The AP Parts Corporation is the world's largest manufacturer of replacement mufflers, pipes, and other exhaust system parts for cars, trucks and tractors. Our manufacturing subsidiary has been designing and manufacturing mufflers longer than any other firm in the United States, having built nothing else since it was founded in 1904. We furnish considerable original equipment to motor vehicle manufacturers and also serve thousands of automotive parts wholesalers and, through them, hundreds of thousands of car dealers, repair shops, and service stations. A separate division does an extensive job of making and selling graphited lubricants to the Armed Forces, car manufacturers, and the trade.

Q How long have you been using business publications in your advertising campaigns?

A As I recall, we began a regular trade paper program on a small basis in 1937. As our sales grew, and business papers became more and more important to us, we stepped up our efforts in this medium until now, on muffler advertising alone, we are spending over 10 times as much as we did in 1946, the year I came here.

Q How do you think business papers help you?

A In the trade, we have a twofold selling problem. The first is getting wholesale distribution. Unlike other important industries, where a few hundred wholesalers cover the country, the automotive service industry has about 14,000. Our advertising to wholesalers can't make the sale—the salesman must do that. But by building an attractive corporate image, by getting inquiries, by hammering at the market story month in and month out, we've helped our salesmen get a very receptive audience. Then there are over 300,000 retail service outlets served by the wholesalers. Our men do detail or missionary work but simply can't see 300,000 people in a year. And the wholesaler salesmen must sell scores of lines (some carry 89 lbs. of catalogs). No sales force can sell the national market personally in this industry. So our advertising to the dealer must do most of the hard selling at the dealer level.

Q How do you know advertisements are so widely read? Can you think of a specific instance or experience which has proved this to you?

A Yes. From the outside most mufflers look alike. Both wholesalers and dealers for years felt that one brand was literally as good as another. But for many years

we have been putting from 25-40% more steel in our mufflers, making them far more resistant to corrosion than others, and selling them at the same price as competition. Our salesmen told their quality story to wholesalers, but it never really got across to the dealer trade—as I said, the wholesaler salesman is busy with scores of complicated lines.

About two years ago, we decided to dramatize this extra quality and longer life in our trade ads, using heavy schedules. We literally took the mufflers apart and *showed* the difference—proved that all mufflers are not alike, told the reasons for the heavier steels. Our already high volume jumped so high you wouldn't believe the figure. Dealers now often insist on "that heavy job"—meaning AP—and this has helped us land scores of new distributors. Only trade papers enabled us to tell the story so well, and in so short a time.

Q How would you define your audiences? How many audiences do you have?

A Broadly speaking, we have three audiences: wholesalers, dealers and, of course, the motoring public. By dealers I mean gas stations and garages as well as car dealers. Our campaigns to these three groups are tailored to fit the needs of each. Our wholesaler and dealer adver-

than our business paper advertising"



tising are our most important, however, since the average motorist willingly accepts the advice and judgment of the mechanic trained in servicing his car. We want the motorist to be familiar with our name and the quality of our products when the serviceman recommends our products; hence consumer advertising. But it's the dealer and the wholesaler who determine brand preference in our industry, and they're too numerous to be properly covered without advertising. So most of our space budget goes into trade papers. That's why nothing helps our salesmen more than our business paper advertising.

Q Just what is your general advertising philosophy?

A We believe in maintaining a high and steady level of advertising at all times to achieve long-range objectives. We increase from that steady level as marketing conditions of a given period dictate. In short, we are not in and out of advertising. And we stress factual "reason why" copy, written for readers who are technically minded and who are in business to make money.

Q Your engineers, then, can create a situation overnight in which you must rely on unallocated advertising dollars?

A Yes, that's the idea. Our steady advertising is designed to maintain our prestige and sell the merits of our products. A new product or market development, on the other hand, requires a more intensive announcement and educational campaign.

Q Does your advertising stress your company's know-how, or is it primarily product advertising?

A We stress our company's long experience in the field in all of our advertising, but the main theme is the product itself. You see, in our business, we not only have to keep the name and the products constantly in front of present customers, but new mechanics and service station operators, constantly coming into the field, need educating on what lines are profitable and which are the best quality. Consequently, we not only have to explain who we are and what we make, but we have to give the merits of our products and its profit opportunities in some detail. Our business publications are by far the best way in which to reach the newcomers in the automotive and trucking industry.

Q How many business publications do you use regularly?

A Well, we use about nine—which may sound like a good many, since we are

active only in the automotive and truck field. But you'd be surprised how specialized the automotive service business is in this country. We used to pick what we considered the several key publications, but we've learned from experience that it is wiser to cover the whole audience in our field. There's some duplication, but we regard it as repetition.

Q What, in your opinion, is the role of business publications?

A I think the job of business papers in any industry is to inform, keep their readers up to date in new developments, new techniques, new products in their field. A business paper can do much to define and develop the standards of the industry it serves.

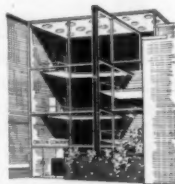
Q What is your opinion on length of copy in an advertisement?

A There is no magic formula that will apply in all industries. Business paper readers want information. They want to know as much as we do about our products, and very often we cannot tell a product story that will satisfy our readers in a few short sentences. All the rating services show that "mood" advertising, so often successful in certain consumer fields, fails miserably when applied to trade advertising in technical fields. I believe that any copy which is well written, well organized, and well illustrated is never too long if it performs a service for the reader.



Through the use of business publications you are able to communicate with your customers and prospective customers in an atmosphere that is natural to them and most productive for you. In this respect, responsible business publications serve a purpose unduplicated by any other selling force.

Chilton publications cover their chosen fields with an editorial excellence and a strict control of circulation that assure confidence on the part of readers and advertisers.



Chilton

COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania



CHILTON PUBLICATIONS: Department Store Economist • Hardware Age
The Iron Age • Jewelers' Circular-Keystone • Distribution Age • Motor Age
Automotive Industries • Optical Journal and Review of Optometry • Spectator
Commercial Car Journal • Boot and Shoe Recorder • Hardware World
Gas • Electronic Industries • Butane-Propane News • Book Division

BBDO Newsletter

- 1 FASHIONABLE FIBERS
- 2 ROLLING ALONG
- 3 DRESS RIGHT
- 4 TRIPLE WINNER



① A GOOD way to influence fashions is to influence the people who set the fashions. Hence this Du Pont fiber campaign showing leading designers' use of fabrics made with "Orlon", "Dacron", nylon, rayon and acetate. Appearing regularly in *Vogue*, *Harper's Bazaar* and *The New Yorker*, ads spotlight new creations by famous names in fashion . . . in fabrics made better by one of Du Pont's modern-living fibers.



② UNIQUE TV spots dramatize the big difference in Bristol-Myers' new Ban—America's first roll-on deodorant. Commercials appear regularly on *Playhouse 90*, *Alfred Hitchcock Presents*, *Arthur Godfrey Time* and *The Arthur Godfrey Show*. All point up the basic theme, "It rolls on." Also advertised in leading women's service magazines and Sunday supplements, Ban now leads all other deodorants in dollar-volume sales.



③ A "FIRST" in the men's and boys' wear field is the new American Institute of Men's and Boys' Wear campaign — backed by more than 2,000 retailers, mills and manufacturers. Purpose of the AIMBW: to help the industry win a bigger share of the consumer dollar. Color spreads in *The Saturday Evening Post*, *Life*, *Look* and *Good Housekeeping* put across the AIMBW theme, "Dress right — you can't afford not to!"



④ THREE-TIME WINNER in the annual *Saturday Review* awards for outstanding public-interest advertising is the "What makes a newspaper great?" series of the *Minneapolis Star & Tribune*. The above ad was selected as a typical example of this national campaign, which, for more than fourteen years, has continued to hold the attention and respect of the nation's advertising executives. By BBDO Minneapolis.

BATTEN, BARTON, DURSTINE & OSBORN, INC. Advertising

NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT • HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO

pleasant stores in which to shop. So manufacturers shouldn't discount the discount house; nor should discount house operators forget that the public may demand "just give us the lowest price, and forget the comparisons that do not compare."

So Salesmanship Is Dead!

In the course of a year X number of people will make the ringing declaration that retail salesmanship is dead, and that it is a good thing that it is, because advertising has taken over the function of closing the sale. You will note that the people who make these declarations are not marketing managers, who must see the whole picture of moving goods to the consumers.

Advertising can make merchandise move faster, and that is why it is a tool of growing importance to the marketing executive. But we agree with the reminder of Pierre Harang, vice-president and director, Houbigant Sales Corp., and president, Toilet Goods Association, that "no manufacturer . . . has the right to come out with a product that cannot be sold on its merits without the help of advertising. If intrinsically a product is not worth what the consumer is supposed to pay for it and only lives because of the money that is spent to promote and feature it, then I can assure you it will not last long."

Harang suggests that emphasis on advertising "is likely to create a false economy at the manufacturers' level . . . whatever one can achieve because one spends money—anyone else can take away by spending more . . . more and more money is diverted from the product to its promotion . . . goofier and goofier claims in advertising and eventually, and with just reasons, the consumer rebels. If we are going to convey the idea that no merchandise can be sold . . . without huge advertising . . . we are eventually going to destroy salesmanship at the retail level and then surely we will be in trouble."

Good Idea, Too Late?

If you are on a Delta Air Lines plane bound for New York, and you find yourself weathered in, and Delta has to de-plane you at Philadelphia, you can now hail a taxi and then take a Pennsylvania train into New York, all without buying another ticket.

We ask "too late?" only because it may take years before the traveling public becomes aware that the railroads are now cooperating to help get the traveler to his destination with the minimum of inconvenience. For years the airlines have bitterly fought each other for passenger traffic over competitive routes but they have always cooperated to get the passenger to his destination with the most comfort. One airline will gladly make arrangements for a passenger to fly on a competing line, if for some reason the original carrier is unable to accommodate the passenger the way he wishes to be accommodated. Probably no other single act has meant so much to the typical passenger, who is more concerned with getting to his destination quickly and in comfort, than he is in flying on a particular line at a particular time. Such cooperation among the railroads has been almost nonexistent. So congratulations to the Pennsy and Delta.

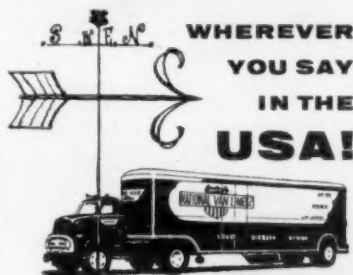
Expansion is Not Political

No doubt the majority of managers of our giant corporations are fervent Republicans and many of them will work hard right up to November 6 to insure the election of their candidates. But we haven't heard any of them suggest that they will hold off on capital spending or aggressive market plans if the Democrats return to Congress and capture the White House, too. For example: Ralph J. Cordiner, president, General Electric, announced the other day in Washington that General Electric is planning to spend more than half a billion dollars in the next three years on new plant and equipment, in addition to the \$185 million it is spending in 1956.

35.5% of the heads of *Elks* Magazine households surveyed are officials* or proprietors of businesses. This is by far the largest percentage in its classification of any of the 54 magazines appearing in the latest Starch Consumer Magazine Report.

1,176,014 Elks comprise a mass market with class incomes the median of which is \$6,050. The Starch 51st Consumer Magazine Report gives the complete picture. Just write or phone to see a copy.

THE *Elks* MAGAZINE
New York Los Angeles
Chicago Portland, Ore.



Trust NATIONAL VAN LINES to move your valuable displays!

National Van Lines assumes full responsibility for on-time delivery of your valuable exhibition displays. The men who handle your job are trained particularly for this specialized moving work. Your displays are expertly packed and placed aboard a hygienically clean, dustproof, rain-proof super-van which takes them direct to their destination—anywhere in the 48 states. Get full details now on National's economical, worry-free display moving service!

Call your local agent listed under "Moving" in the Yellow Pages of your phone book, or write Dept. D, 2431 Irving Park Rd., Chicago 18, Ill.



America's Fastest Growing Nationwide Moving Company



William Keelor with his NO-SEE Grass Barrier that prevents lawns from invading flower beds and shrub borders.

Telephone plan helps build national distribution

Keelor Steel Co. of Minneapolis started advertising its NO-SEE Grass Barrier to the garden trade three years ago, answering all inquiries by telephone. Today, the product is handled by dealers all over the country.

"I call my distributors regularly," says Mr. Keelor. "It gives me a running account of their inventories and sales... plenty of

leeway to plan production. Telephoning's the most economical way I know to put my kind of product across."

This is only one of many ideas for economical use of the telephone in business... ideas that can help you. A telephone representative will gladly discuss them with you. Just call your Bell Telephone Company business office today. BELL TELEPHONE SYSTEM

LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Wilmington, Del.	60¢
Dallas to New Orleans	\$1.25
Minneapolis to Cleveland	\$1.40
Milwaukee to Boston	\$1.60
Los Angeles to Tulsa	\$1.90

These are the daytime Station-to-Station rates for the first three minutes. Add the 10% federal excise tax.

Call by Number. It's Twice as Fast.

LETTERS TO THE EDITORS

Clarke Sanding Rewards Divisional Salesmen Every Month

Not Lost in Division Shuffle

EDITOR, SALES MANAGEMENT:

In reading over your Sept. 10 issue, I was extremely interested in the various types of contests to bring recognition to individual salesmen, particularly mentioned on p. 232 where I noted that Chas. Pfizer & Co. has recently started a contest for "Regional Man of the Quarter" and from them will be elected the "National Man of the Year."

This is the third year . . . we have featured a monthly award to the outstanding salesman at the divisional level.

At the end of the year we select the single man who has been most outstanding throughout the entire year and, of course, he comes from that list of salesmen of the month, and he in turn is given a much more substantial award than a War Bond. Generally, it has been working out that the "Salesman of the Year" is then very much in line for a divisional manager's position.

I highly recommend this type of promotion because it does bring attention to outstanding performances on the part of the divisional level men, whose efforts otherwise might be overshadowed by the division managers' total divisional performance.

H. L. Croskey

Sales Manager
Clarke Sanding Machine Co.
Muskegon, Mich.

BBDO Brainstorms Brainstorming

EDITOR, SALES MANAGEMENT:

I was very interested in the article on brainstorming by William J. Tobin in your issue of Sept. 21 ("Why Your Competitors Brainstorm," p. 82). It is encouraging to see the ever-widening interest in Mr. Osborn's [Alex Osborn, vice-chairman of the board, Batten, Barton, Durstine & Osborn, Inc.] idea-producing technique.

The entire area of creative thinking and brainstorming has not been (nor will it likely be) reduced to the dimensions and precision of a science. So there are certainly several ways to go when you talk about brainstorming. Generally, BBDO-Brain-

storming practice is in line with Mr. Tobin's outline. There are, however, some specific variances which might be of interest to your audience:

1. Mr. Tobin says, "Problem up for brainstorming is revealed at the meeting—never before." BBDO says it is highly desirable to give the problem and some background on it to the brainstorm panel members about two days before the meeting. Gives them time to "individually ideate" the problem.

2. Mr. Tobin says a "10-15 minute coffee break" is beneficial in connection with brainstorming. BBDO usually starts out a brainstorming session with coffee and rolls in the morning, or lunch at noon. If Mr. Tobin means that the "coffee break" should be just that—a break in the idea-producing session—we would disagree. Once a brainstorm gets underway, nothing should interrupt it. Mr. Tobin also covers this point later in his article when he says that the meeting place should be "free from telephone calls and other interruptions."

3. Mr. Tobin says that "for maximum participation, have the brainstorming group" evaluate the ideas they produce. BBDO believes that better results will be achieved if the brainstorm panel does not judge the ideas they have thought up. Reason: panel members may push their pet ideas. A completely objective individual or group should evaluate the ideas.

4. Mr. Tobin says that "brainstorming might be made a monthly exercise in sales management for your more talented salesmen." These sessions would presumably be used by management "as an observation point from which to evaluate the executive potential of staff members . . ." It is heartening to see such broad appreciation of the many merits of brainstorming, but here's a word of warning: if brainstorm panelists are observed in action by their management, and the panel members realize their individual performances are being evaluated in the light of demonstrating executive potential, they may very easily become inhibited and withhold the wild ideas that are so essential to the success of brainstorm-

(continued on page 17)

Looking for BUSINESS GIFTS

that will be remembered?

INLAND "EMPRESS" CARAFE

Stunning new styling in lustrous brass and 22-carat gold. High fashion for 1956. Hand-blown glass with gold decoration, fired in for permanence. 8-cup size retails \$5, 12-cup size \$6, price maintained.



INLAND CARAFETTES

Individual 2-cup coffee servers, trimmed in copper or platinum and with matching tripod warmers. Retail (2 in a box) at \$5, price maintained.



• Also other famous Inland Glass table service items.

MODERN GRIDDLE

Homemakers fall in love with this contemporary square-shaped heavy cast-aluminum griddle. Retail at \$6.50, price maintained.



• Also famous Club Aluminum sauce pans, chicken fryers, roasters, etc.



Premium Division

**CLUB ALUMINUM
PRODUCTS CO.**

1250 Fullerton Ave., Chicago 14

action in



Beyond your depth?



Blowing your stack?



Decisions got you?



Running a crisis factory?

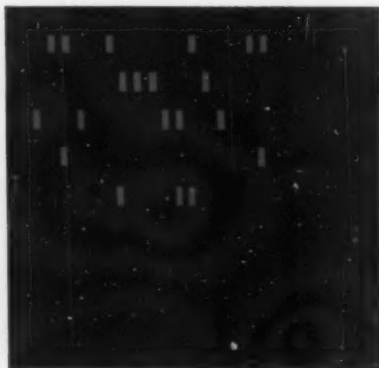
Learn

**HOW TO LIVE
WITH
JOB
PRESSURE . . .**

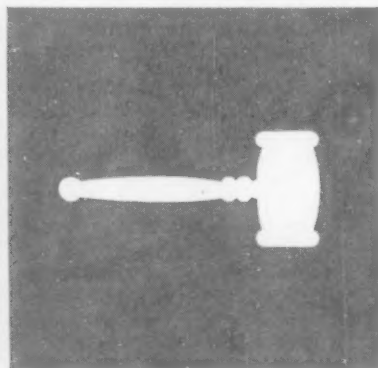
Talk about editorial response! Three weeks after publication, 8519 reprints of this article were ordered from



MAKE THE TIME YOU NEED. Everyone has the same 24 hours in each day . . . the difference lies in their use. The practices of men who achieve both business success and personal satisfaction suggest six rules to make time your servant. This article, on page 90 of October Nation's Business, provides practical help.



WHAT COMPUTERS CAN DO FOR YOU. New electronic machines could give you an edge on your competitors . . . whether yours is a 50-employee firm or an industrial giant. This comprehensive report (page 40, October Nation's Business) tells how you can find and use the machines you need. It also cites case histories.



ALL BUSINESS WILL FEEL COURT DECISIONS. Due from the Supreme Court this session are major decisions on vital issues which will affect businessmen the country over. Beginning on page 32, October Nation's Business, is a summary of what to look for and a brilliant analysis of the court's current personalities.

business



Then life can be beautiful



And your work can be fun

Nation's Business

Tension is one of the gravest personal problems businessmen face today. Nation's Business, aware that suggestions about how to relieve the strain would be welcome, in September published an interview with Dr. Robert H. Felix, Director of the National Institute of Mental Health. Among his 14 specific, *practical* dos-and-don'ts are: Relate your job to a goal beyond your own self-interest; look for a challenge; don't overreach yourself; don't stew over yesterday's decisions; take at least one good vacation a year.

Response to the article was instantaneous. Top business executives all over the country ordered reprints (at 10¢ each) for their staffs. Such response to Nation's Business articles is typical. Understandably so, too, for they consistently illuminate the three basic day-to-day concerns of business owners—business leadership, government problems, national issues. So far this year, 12,733 businessmen have

purchased a total of 415,353 reprints!

Of the 775,000 Nation's Business subscribers, 550,000 are the men who actually *own* American business—the owners, partners, presidents of manufacturing concerns, banks, retail and wholesale establishments, every type of business nationwide.

Their response to advertising in Nation's Business parallels that to editorial material. Advertiser after advertiser, in virtually every field, reports Nation's Business at or near the top of his list in effectiveness. And advertising lineage, for the first 10 months this year, is up 22.6% over last. All of which is clear indication that you need a big-circulation magazine to cover the business field—and that action in business results when you advertise to the men who own American business . . . in Nation's Business.

Reprints of "How to Live with Job Pressure" available on request

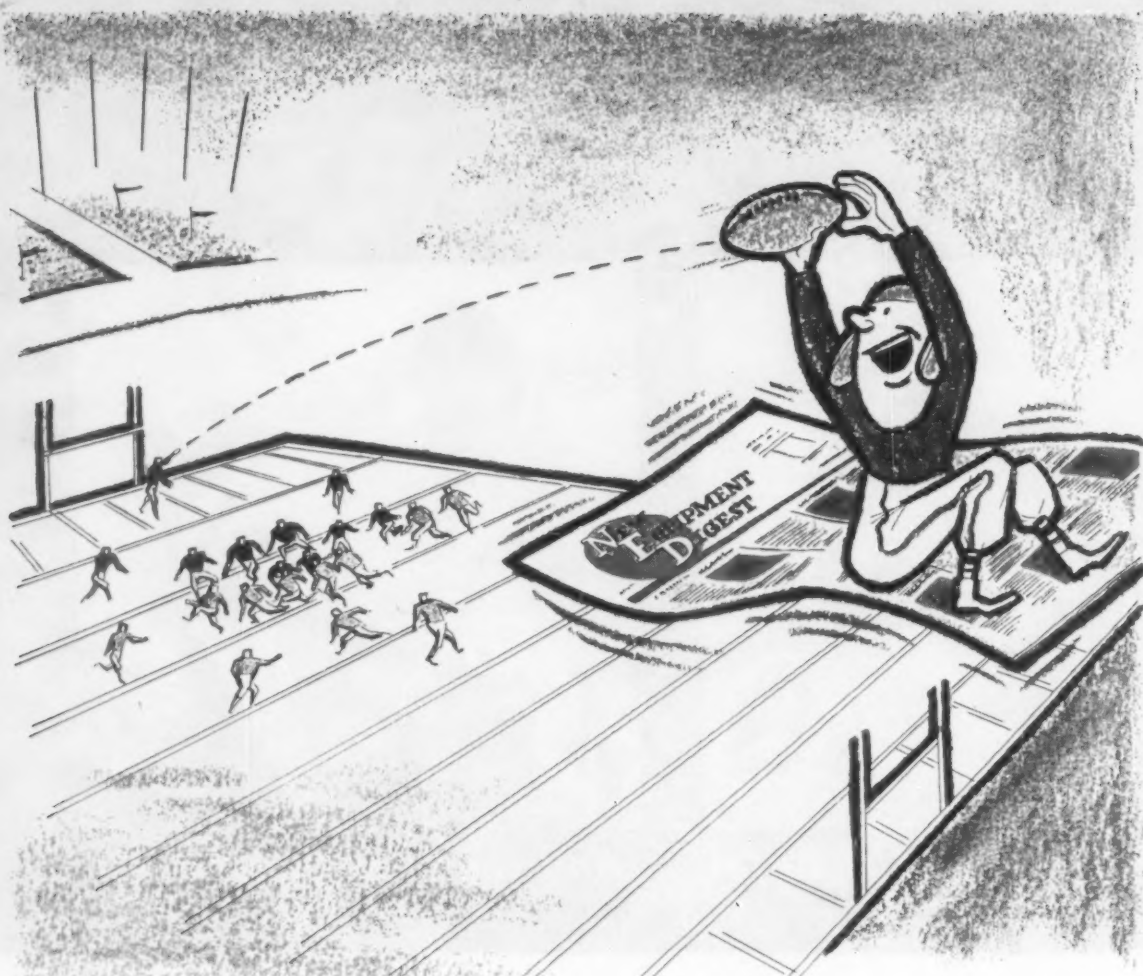
Nation's Business

775,000 PAID CIRCULATION

Including 75,000 executives of business members of the National Chamber of Commerce and 700,000 other leaders of the American business community who paid for their personal subscriptions.

ADVERTISING HEADQUARTERS:
711 THIRD AVENUE, NEW YORK 17, N.Y.

Washington • Chicago
Philadelphia • Detroit • Cleveland
Los Angeles • San Francisco



Another big gain in coverage* that counts!

N.E.D. scores again! Now it gives you more contacts with worthwhile buying influences in all industries than ever before. A thousand more copies than last month . . . reaching today's bigger-than-ever buying group in plants employing 500 or more. Get

further proof that N.E.D. is your best advertising buy today for effective coverage and readership that pays off in immediate buying action. Request a copy of "How to Reach More Links in Today's Industrial Buying Chain".

***NOW! 79,000 COPIES (Total Circulation) in 43,000 PLANTS**

A PENTON PUBLICATION

NBP

BPA

1213 W. Third Street
Cleveland 13, Ohio



LETTERS

ing. The important thing here is whether management has been indoctrinated in brainstorming. If not, a panel member's wild ideas may mark him as an odd-ball rather than a future executive in the eyes of management.

5. As to statement of the problem to be brainstormed, Mr. Tobin says that "a full definition of the problem tends to confine discussion within narrow bounds. A generalized definition ('How do we increase sales?') will encourage 'free wheeling' and spread discussion over a wider, frequently more useful area. Detail definition, however, produces quicker solutions and more sharply defined ideas having a faster application."

Judging from BBDO's experience (and mine, personally) with brainstorming, I would say that a single, well defined problem, rather than an "umbrella" or "tent-type" problem, is virtually essential to the success of brainstorming. Mr. Tobin's example, "How do we increase sales?," is precisely the type of problem we try to avoid.

Here are the BBDO steps in processing the problem:

- Decide on the general problem.
- Break it down into components.
- Select the sub-problem to be brainstormed.
- State the problem so it is understandable and clear to everyone.
- State the problem briefly.
- State the problem in such a way as to invite participation.

There are two other important points with respect to the problem: it cannot call for a decision (such as "Which of these 10 headlines should we use in an ad?") and it should be the type of problem on which a great number of ideas is possible.

All of the foregoing is in no way intended as a criticism of Mr. Tobin's article. As I said, there are certainly several ways to approach brainstorming. I have simply cited instances where BBDO-Brainstorming practice differs from the approach outlined by Mr. Tobin.

A. N. Crist

Batten, Barton, Durstine & Osborn,
Inc.
Minneapolis, Minn.

(continued on page 21)

"Sorry to bend your ear this much," he apologized.



The Credit Manager "takes" a loss

"Sit down, John." The Treasurer seemed almost too affable, and the Credit Manager felt uneasy as he took his seat. "John—" the Treasurer looked uneasy, too. "I'm faced with a problem. Costs. We've got to cut them."

The Credit Manager wanted to look away, but he met the Treasurer's glance.

"Volume is good," the Treasurer went on, "but with costs still rising, our profit margin is slipping. So—" he laughed unconvincingly—"the Board has given me the chore of chopping costs. Nothing but essentials must remain. That," he concluded, "is where you come in."

"At least," the Credit Manager thought, "he didn't say it's where I go out!" Then he realized he hadn't been listening.

"—with Credit Insurance, we've been paying for protection where we haven't had any losses to amount to anything for years. I'll have trouble justifying this." The Treasurer looked reproachful.

"Justify Credit Insurance?" The Credit Manager spoke with an appearance of calm. "First, there was the matter of using our insured Accounts Receivable as collateral for that sizable loan last year." He smiled inwardly as the Treasurer looked away. "Then, there is the matter of our increased volume over the past four years. Next, our control of losses—" he stopped as the Treasurer held up a hand.

"John," the Treasurer sounded regretful, "you make an excellent case. Nevertheless, something's got to go. In your department, Credit Insurance is the only thing I can see that's—uh—expendable." He held up his hand again as the other seemed about to speak. "Now, if you could insure just our marginal accounts . . . But something's got to go!"

The Credit Manager looked ruefully at the man from American Credit Indemnity. "Sorry to bend your ear this much," he apologized.

The American Credit man looked thoughtful. "I'm not sorry at all," he said, "because I'm sure we can help you. Not by accepting only your marginal accounts, because that

would not be good for you or us, but simply by raising your primary loss."

"Raising our loss? Good grief, Joe, I couldn't agree to a thing like that!" The Credit Manager sounded anguished.

The American Credit man was amused at the other's reaction. "The expression isn't 'loss', John, it's 'primary loss'. Remember?" The Credit Manager nodded. "Well," the other went on, "by raising your primary loss, we can reduce your premium, and you'll still be getting protection where you need it most: on all amounts above—say, twenty-five thousand dollars."

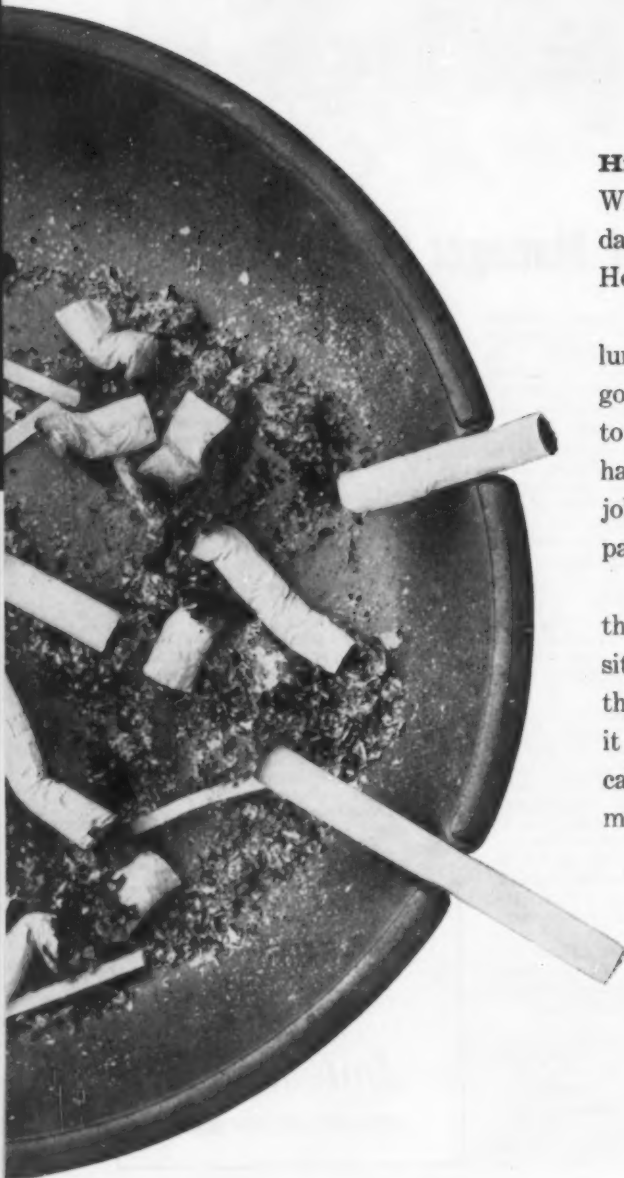
"Hm! I never thought I'd be glad to accept anything higher than had the word 'loss' in it, but this sounds like a good solution, Joe!" The Credit Manager smiled for the first time, "and even if we raise the loss in that sense, we'll still have the door barred against really serious losses!"

The flexibility of American Credit Insurance is one of its many outstanding features. For details on the 12 major benefits of Credit Insurance, get your copy of "A Preface to Profits." Write American Credit Insurance, Dept. 59, First National Bank Building, Baltimore 2, Maryland.

**American
Credit
Indemnity**

COMPANY OF NEW YORK

DOES HE SIT AND WAIT...OR STAND



His job, as your salesman, is to call on the trade. What's more, he has to make enough effective calls per day to pay his way. That is the neat blueprint at Sales Headquarters.

Yet, what happens in actual practice today in the lumber and building material dealer field? Your salesman goes through his paces – but does he get where he wants to go? Seldom! Because the man he has to see and sell hasn't the time to give him for a thorough-going selling job. Often your salesman can't even see him. In this painful routine he gets in fewer calls, less adequate calls.

Let's be fair: It's not the salesman's fault. It's not the fault of the dealer. It's not your fault. It's simply a situation that exists and which you must face: Selling the lumber and building material dealer today isn't what it used to be – when he had one-third as many salesmen calling on him; a smaller, less complicated business to manage; and fewer outside activities.

AND SELL?



So what? Just this: You have to see the dealer *when he can see you*—in the pages of the magazine he lives by. Manufacturers with the best sales records have already discovered this—are depending on dealer advertising to do double duty—not only to inform, educate and impress but to do an *actual selling job* to make up for omissions or deficiencies on the selling front.

This advertising to the dealer should talk merchandise; talk profits; talk plain. It should tell the dealer in detail what he should know about your product—what the salesman would tell him if he had a better chance.

The vehicle for doing that job in the lumber and material dealer field is BUILDING SUPPLY NEWS—long recognized by dealers and manufacturers alike as the top magazine in its field. Reaching more dealer establishments, serving them best, BSN is picked by more advertisers and carries more total advertising than any other magazine reaching dealers. And at *lowest cost!*

What your advertising to the dealer should accomplish:

It must do more than back up your salesmen. It should be a sales force in itself. It can be if you use it adequately.

Its *big* job is to help keep present customers and develop them. That is far more important than getting new dealers.

Its consistent, dynamic use gives your product prestige it can't get any other way.

It enables your product-story and its benefits to penetrate to the very point of sale—since dealer advertising is read not only by the man who *buys* in the dealer organization but by the men who *sell* to builders and home owners.

It is an insurance policy, in all territories, against the bogging down of salesmen.



BUILDING SUPPLY NEWS

Published at Building Industry Headquarters:
Home of Practical Builder and other
leading building industry magazines.

© Industrial Publications Inc., Chicago 3.



WHAT'S WITH THE STUTZ AT J. WALTER THOMPSON?

Come on, buddy, hoist yourself aboard a later model. And you fellows at Grant and Earle Ludgin. Anybody in your supersonic agencies trying to sell goods with an antique media line-up? As you know so well, there's a 1956 way. Especially when it comes to making things move in the marketer's paradise known as DELAWARE VALLEY, U.S.A.

The 1956 way puts the red-hot Philadelphia DAILY NEWS at the top of your list. Here's why: combine our tabloid-sized NEWS with either the Evening Bulletin or Morning Inquirer. You get up to 94% coverage of the City Zone. You get rid of costly duplication. And you get *change*.

A hefty hunk of change that buys you schedules, with local impact, in lush cities like Wilmington, Delaware and Trenton or Camden, N. J. Cities in which no Philadelphia paper begins to match "home town" circulation. These you get *free*, when you buy Philadelphia the 1956 way. Try it, friend . . . and "see the bright difference."

P.S. Color in the NEWS? Of course. And at prices that let advertisers make a profit on the investment. Pay for only 1,000 lines instead of 2,400, still get full-page power and prestige. Alone or in combination, in color or black-and-white, you need the NEWS in Philadelphia. This is 1956!

REPRESENTED BY: REYNOLDS FITZGERALD

New York • Chicago • Detroit • Syracuse • Atlanta • Los Angeles • San Francisco • Seattle • Philadelphia

PHILADELPHIA DAILY
NEWS

SALES MANAGEMENT

LETTERS

'Of Unexpected Joy'

EDITOR, SALES MANAGEMENT:

It was my good fortune to read James R. Daniels' editorial "Of Unexpected Joy" in the Sept. 10 issue of SALES MANAGEMENT. As well as being beautifully written, it is certainly thought-provoking.

As well as commend you for this excellent editorial, I would like your permission to reprint it in the Christmas edition of our company publication.

I am with the Easterling Co., a direct sales organization for sterling, fine china, Tuscan Ware and cutlery. The name of our paper is The Horizon.

Dolores Matulis

The Easterling Co.
Chicago, Ill.

Army Has Eyes for Salesmanship

EDITOR, SALES MANAGEMENT:

We enjoyed reading the article "When Your Salesmen Ask: How Do Our Ads Really Help Us?" by the Editors of *Grey Matter* in the Sept. 21 issue of SALES MANAGEMENT (p. 42), and found it particularly pertinent to the subject of salesmanship in Army recruiting.

Therefore, may we please have permission to reprint this article with the proper credits in a future issue of the *Recruiting Journal*, the house organ of the Army Recruiting Service?

We would also like permission to use the ideas of the illustrations with changes by our artists to make the pictures relative to Army recruiters.

John A. Klein

Major General, USA
The Adjutant General
Department of the Army
Office of the Adjutant General
Washington 25, D. C.

► We will be delighted to have you reprint the article, but you should indicate that the art is yours and was not part of the original article. The reason for this request is: SALES MANAGEMENT material is widely reprinted and we always want people to have confidence in the integrity of the reprinted material. A reprint, therefore, must be either a full reprint of the original, or be identified as somewhat altered.



Yes—some brand names were advertised in newspapers published in more than 39 cities today . . . and some have been "skunked" all season. It pays the sales department and the salesman to know just how well accepted their brand is with dealers. And it pays the adman and the agency to know, too.

It's a simple matter to find out. More than 1100 firms do it with ACB Reports like these:



RETAIL STORE REPORTS

Provide accurate check-up of dealer tie-in advertising covering your own and/or competitive accounts. A widely-used service for determining sales policy and directing salesmen's efforts. Re-

ports can show lineage; cost of space; city; publication; sales territory; dealer name; product and price advertised; mats used; totals and percentages. ACB Reports are better than 95% accurate.



MAT ANALYSIS SERVICE

Gives you a detailed report, plus tear sheets of all your mats used by dealers and thereby helps

prevent mat wastage by showing you the type of advertising which is most popular with dealers.



TEAR SHEET SERVICE

Tear sheets are the basis of all research in newspaper advertising. ACB can furnish tear sheets containing advertising of any specified dealer or national advertising. ACB tear sheets are

complete pages and show position, full headline information; Gives you competitor activity; names of active dealers; test campaigns; current pricing policies; competitive claims; etc., etc.

ADDITIONAL SERVICES: 11 additional services are available. Described in ACB Catalog sent free on request, or contact nearest ACB office.



The Advertising Checking Bureau, Inc.

New York (16) 79 Madison Ave. • Chicago (3) 18 S. Michigan Ave. • Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave. • San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

...is now Reynolds Wrap Aluminum Packaging!

Famous OLD Product...

Something New in "Packaged Living"

...with Reynolds Wrap Aluminum Packaging!

Famous NEW Product...

Both Boost Sales with REYNOLDS WRAP ALUMINUM PACKAGING

Cracker Jack, the "prize package" that goes back to the nineties, is now resplendent in its new foil-wrapped carton ...protecting the crisp freshness and flavor everybody wants.

And a brand new product, though with a famous old trade mark, makes *double* use of Reynolds Wrap Aluminum Packaging. Aunt Jemima Corn Bread Easy Mix has a foil baking pan within the foil-wrapped package.

So wherever merchandising is modern—for products old and new—the sales-boosting answer is the packaging that combines top eye-appeal and superior protection.

For full information on Reynolds Wrap Aluminum Packaging and its Seal, call the nearest Reynolds sales office (all principal cities). Or write to **Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky.**

See "CIRCUS BOY", Sundays, NBC-TV Network.

QUALITY
PROTECTED WITH

REYNOLDS WRAP

ALUMINUM
PACKAGING

**NOW TOPPING THE TEN BILLION MARK...
IN CONSUMER IMPRESSIONS!**

National magazines, network TV, point-of-sale displays and the endless flow of packages themselves, the Reynolds Wrap Aluminum Packaging Seal is exposed to consumers at a swiftly increasing rate. A conservative estimate is 11 billion impressions by the end of 1956! Surveys prove 7 out of 10 women know this Seal...and most of them prefer products carrying it!

WORTH WRITING FOR...

Government Purchasing

Who buys what and where is detailed in a new guide to military and civilian purchasing activities of the Federal Government. It lists some 4,000 classes of commodities covering more than 5 million items purchased by both the military and civilian government agencies. The major sections deal with items purchased and the addresses of the purchasing offices that buy them. Included is information about help to small firms—steps they should take to locate subcontracting opportunities, important features of government contracts, etc. For example, there is a listing of military installations, by states, whose local purchases provide a source of orders for small businesses in their areas. A companion guide to reference sources of applications and standards for items bought by the Government is also available. The purchasing directory sells for 50 cents a copy and the specifications directory for 25 cents. Write to the Superintendent of Documents, United States Government Printing Office, Washington 25, D. C.

Mining Industry Trends

What the manufacturer of earth-moving, power distribution and controls, milling, smelting and refining equipment can anticipate in the next four years is predicted by A. W. Knoerr, editor, *Engineering and Mining Journal*. He discusses the current world-wide expansion in mining. For a reprint, write to William H. McNeal, Market Research Manager, *Engineering and Mining Journal*, 330 W. 42nd Street, New York 36, N. Y.

For Good Business Reasons

Three cartoon-illustrated booklets show how employees can improve customer relations offered by personal meetings, letters and telephone conversations. They have been distributed among all employees of Universal C.I.T. Credit Corp., independent automobile finance company, which has about a million customers on its books and more than 400 local offices. The Face to Face booklet, covering personal meetings with customers, is dedicated to the theory that "people will do business with those who treat them best." The Word for Word

booklet about letter writing discusses the timing of letters, their physical appearance and content. And the Voice to Voice telephone booklet tells its story by using a cast of cartoon characters: Grumpy Gerty who barks at customers; Mumbly Matt who fears the telephone and never identifies himself; Pert Pat who is not only efficient and eager to be of service to telephone callers, but who sounds that way when she talks. For your copies, write to Carl Byoir & Associates, Inc., 10 East 40th St., New York 16, N. Y.

Fort Wayne Market

The information in this fact book should be helpful in evaluating this market from the viewpoint of advertising and merchandising planning. It covers Fort Wayne and its 13-county trading area—business, industry and agriculture. There are data on income and business; ranking among U. S. Metropolitan County Areas; retail sales; retail outlets; utilities; building permits; city population growth; population and number of families by counties in the 13-county trading area; manufacturing plants; the farm area. Copies are available by writing to Paul H. Knapp, National Advertising Manager, Fort Wayne Newspapers, Inc., Fort Wayne, Ind.

1957 Shoe Market

One of the primary determinants of demand for shoes has always been population. Correlation between population growth and shoe consumption is now very high. According to a recent survey, by 1975 population is expected to increase by 36 million people. This is a potential demand of 115 to 120 million pairs of shoes more per year by 1975. Included in this report are estimates on potential shoe sales in pairs and dollars for 94 potential Standard Metropolitan Areas in addition to estimates presented last year for Standard Metropolitan County Areas. There are figures on production of shoes and slippers in 1955 by retail selling price; potential sales of women's shoes in Pennsylvania in 1957 by price classes; an example of the application of age, sex and price data to potential sales of shoes in pairs for each market area; estimate of dollars to be spent and number of pairs of shoes to be sold

\$111,400 worth of
something for \$1.00?

Don't make me laugh!



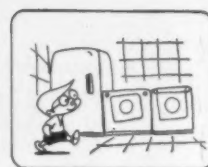
Yak your head off! But when you see and hear the **facts**, you'll cock your ears like an expectant spaniel. On a full-page basis, one dollar's worth of advertising in the Chicago Daily News buys \$111,400 **more purchasing power** than a comparable buck spent in any other Chicago daily newspaper. This astounding revelation is based on an independent home-coverage and income survey of Chicago and 57 suburban areas . . . and an analysis of newspaper readership among "able-to-buy" families . . . those with incomes of \$4,000 and up. See the figures yourself. Call your News representative. It all adds up to **additional proof** that—

**The CHICAGO DAILY NEWS
HITS HOME**

We have just released a 24-minute sound and color motion picture, "Countryside, U.S.A." If you haven't seen it we'd like to have you see it soon. It's a story of a big idea which we think you'll enjoy.

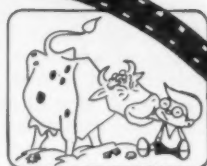
Personally, we like the film. And, happily, we find we are not alone. Here are a few comments from important people who have seen "Countryside, U.S.A." Their kind remarks reflect the fact that the film is a significant story well told.

If you would like to see it, please contact our nearest office. We may have a showing scheduled for your city. If we don't, we'll endeavor to arrange a special showing at your convenience.



everybody's





talking about

"COUNTRYSIDE U.S.A."



"COUNTRYSIDE U.S.A. leaves no doubt about the breadth of the countryside market. It expertly portrays the market and brings to light through pictures a true appreciation of an important segment of our economy."

W. G. CHALKLEY, Vice President, Media Director
Fuller & Smith & Ross, Inc., Cleveland, Ohio

"Your color film COUNTRYSIDE U.S.A. was a very fine and thoughtful presentation. Countryside U.S.A. and the trading centers are important market places for all of us."

BOBB CHANEY, Vice President
Batten, Barton, Durstine & Osborn, Inc.
Minneapolis, Minn.

"Well worth seeing. Makes you think."

S. H. ENSINGER, Vice President
Remington Rand Company, New York, N.Y.

"Your film presentation, COUNTRYSIDE U.S.A., was an excellent portrayal of the importance of the town and farm markets. It's something advertising people concerned with the countryside market should certainly see. I enjoyed the film very much."

ROBERT M. GRAY, Advertising and Sales Promotion Mgr.
Esso Standard Oil Company, New York, N.Y.

"A well-told story of the importance of Rural and Small Town America to every marketer of goods and services."

BRUCE HARDY, Media Director
McCann-Erickson, Inc., Cleveland, Ohio

"Enjoyed your COUNTRYSIDE U.S.A. film. It links the important farm and town markets in a very impressive and interesting way."

W. B. HAWKE, General Domestic Sales Manager
The Texas Company, New York, N.Y.

"An excellent picture presentation of the all-important farm and town market presented with real professional skill."

NEWMAN F. McEVY, Vice President
Cunningham & Walsh, Inc., New York, N.Y.

"Your film COUNTRYSIDE U.S.A. was a thoughtful presentation of this important market and shows its tremendous potential in present day marketing."

LESTER H. NESS, Vice President
Cramer Krassell Company, Milwaukee, Wis.

"An excellent portrayal of the rural characteristics of the many major markets not always recognized as essentially part of Countryside U.S.A."

H. G. SELBY, Vice President, Media
Meldrum & Fewsmith, Inc., Cleveland, Ohio

"A marvelous job of changing cold statistics into a living, breathing picture of Home-Town America."

G. A. SHALLBERG, JR., Director of Advertising
Borg-Warner Corporation, Chicago, Illinois

"It gave me an entirely new concept of the countryside market and its importance in sales opportunities for most products."

GEORGE R. STEGE, JR., Vice President
Leo Burnett Company, Inc., Chicago, Illinois

"Your movie colorfully told me that conventional magazines don't quite do the job. We need your Countryside Unit."

SAM THOMPSON, Vice President
The Borden Food Products Company, New York, N.Y.

"COUNTRYSIDE U.S.A. surely emphasizes in a vivid, interesting way the importance of these great markets for our clients. We hope to arrange a client showing in early November."

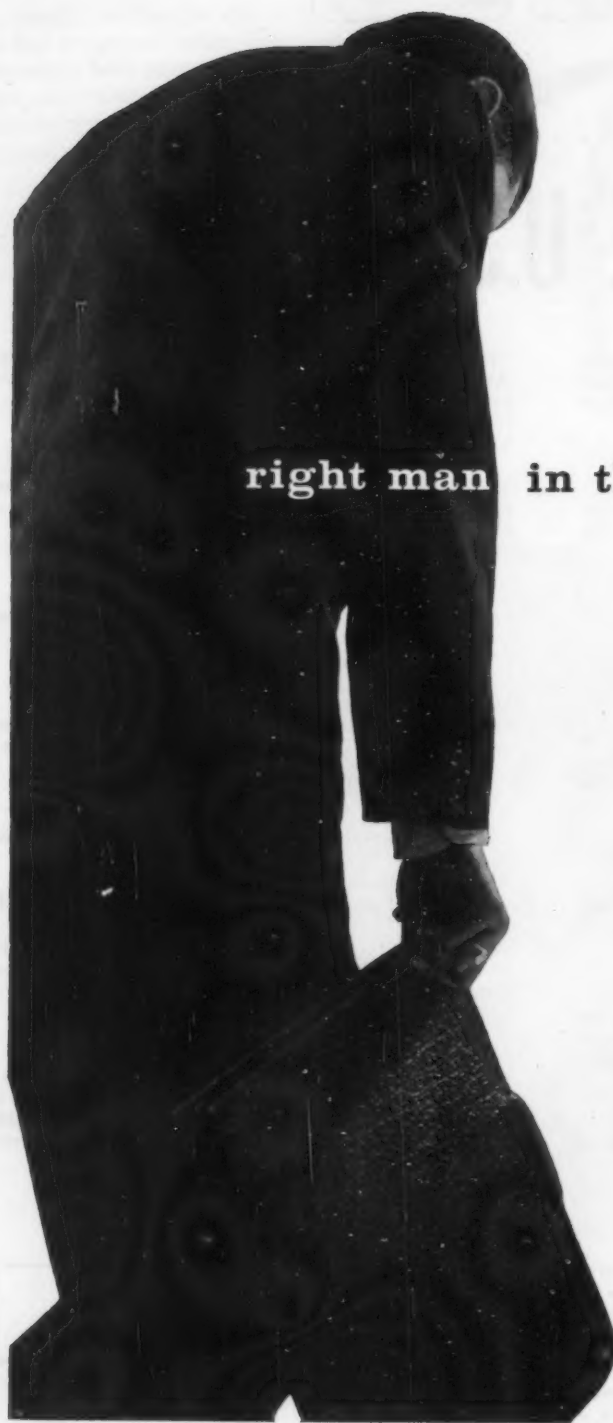
J. C. TOEDTMAN, Account Executive
D'Arcy Advertising Company, Inc., Cleveland, Ohio

"Your film COUNTRYSIDE U.S.A. is simply splendid and I am glad I could break my other date to see it. I would like to borrow a print when available to show at one of our monthly training seminars attended by about 25 of our professional people."

ENNO D. WINIUS, President
Winius Brandon Company, St. Louis, Mo.

FARM JOURNAL'S COUNTRYSIDE UNIT
BOUGHT AND READ BY MORE THAN 5,000,000 FAMILIES

Published monthly by FARM JOURNAL, Inc., Washington Square, Philadelphia 5, Pa.
GRAHAM PATTERSON, Publisher • RICHARD J. BABCOCK, President



right man in the wrong place

too often!

He makes too many calls on cold prospects. Any salesman does... unless your marketing program is geared to put him, by invitation, across the desk from men who are ready to buy.

In such a marketing program, good catalog procedure is a fundamental *must*.

Industrial buyers almost always use catalogs to sift suppliers and decide whose salesmen to call in. So the salesmen who spend the most time with ready buyers are those whose catalogs are immediately and conveniently accessible in the offices of all good prospects.

This year Sweet's has distributed in *pre-filed*, bound, indexed form, 51,700,000 copies of catalogs for more than 1,600 companies, to over 120,000 important buying offices in the building and industrial fields. All of these catalogs are assured of immediate and convenient accessibility to men whose invitations to call represent welcome chances at important business.

If you want to make sure your catalog helps to put your salesmen in the right place far more often, ask us for full details. They will be quickly and gladly supplied.

Sweet's Catalog Service



a division of F. W. Dodge Corporation
119 West 40th Street, New York 18, N. Y.

SALES MANAGEMENT

at retail in 1957, by region and state, Metropolitan County Area, potential Metropolitan County Area; estimates of population by regions and states for July 1955, with change since 1950; listing of counties included in each Metropolitan County Area and of counties included in each potential Metropolitan County Area. For the complete report, write to William Sheskey, Economist, National Shoe Manufacturers Association, 342 Madison Ave., New York 17, N. Y.

Philadelphia Liquor Licensees

A route list of names and addresses of 3,116 liquor licensees and 235 malt beverage licensees located in Philadelphia, grouped and routed by postal district zones. It was designed to serve as a mailing list as well as a guide to outlets. The number of licensees is shown in each route listing. Clubs and holders of amusement permits are also indicated. Copies sell for \$1.50. Write to Leonard E. Bach, General Promotion Manager, *The Philadelphia Inquirer*, Philadelphia, Pa.

Product Planning

Entries in this selected and annotated bibliography are presented to function as a reference to books, pamphlets and periodicals pertaining to business problems in new product planning and development. Among them: "Developing New Products," *Machine Design*, listing 33 steps from the idea to production; "Pricing Policies for New Products," *Harvard Business Review*; "Can Your New Product Pass These Tests?," *SALES MANAGEMENT*; "Projecting the Profitability of New Products," *The Controller*. Authored by Fred A. Rothberger, research librarian, the annotations provide a wide variety of information. Copies are available at \$5 each from New Product Digest, Inc., P. O. Box 582, Austin 53, Tex.

Canadian Suburbia

Suburban living in Canada has been mushrooming since 1945, and plays an important part in the creation and maintenance of postwar prosperity. According to a new study, half a million new homes have brought about a new way of life in the family, the neighborhood and in the community. Data include ownership of household equipment; what families were planning to buy as of January 1955; what home improvements were planned; how they followed through. For the full report, write to C. J. Laurin, Manager, *Chatelaine*, Maclean-Hunter Publishing Co., 481 University Ave., Toronto, Can.

NOVEMBER 2, 1956

3 out of 5 families



in all of Nebraska and Western Iowa*
read...rely on...are influenced to
buy through

THE OMAHA WORLD-HERALD

*A 2.3 billion-dollar market.



Omaha World-Herald

253,647 Daily 264,886 Sunday

Publisher's Statement for March 31, 1956

O'Mara & Ormsbee, National Representatives
New York • Chicago • Detroit • Los Angeles
San Francisco



PSSssttt!

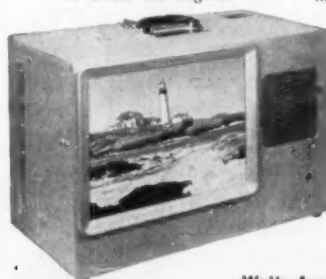
DON'T LOOK NOW BUT YOUR
Cinesalesman IS SHOWING!

Yes, all over America... Cinesalesman, the self-contained 16mm continuous projector, is showing the way to new and thrilling sales results. Here's a salesman with pro-motion selling your product... your story... endlessly without supervision.

Now 3 Models Available

- 1—Lightweight Salesman's Model.
- 2—900 ft. capacity, heavy-duty showing.
- 3—1200 ft. capacity, providing 30 min. showing—complete with Reel Arms.

It Sells on Sight!



Designed with exclusive patented feature... Cinesalesman has met the exacting requirements of hundreds of nationally known organizations, successfully passing all the rigid demands of sales presentations, trade shows, exhibits, conventions and point-of-sales locations. Cinesalesman is proud of its performance record (boasting on request). Incorporating a cartridge type power-driven continuous 16mm film magazine, Cinesalesman features rear projection on a built-in simulated TV screen. It requires no special film, yours will work on any standard 16mm film, either color or black and white.

Lightweight... compact... completely self-contained as illustrated! Simple to operate, just plug into electrical outlet... click a switch... immediate action and sound... providing sharp steady pictures in the most brightly lighted room.

Write for demonstration to:

Cinesalesman
CONTINUOUS PROJECTOR

BUSCH FILM & EQUIPMENT CO.

Dept. S-3
212 S. Hamilton Ave., Saginaw, Michigan

11th in
manufacture
of primary metals

wgal-tv

LANCASTER, PENNA.

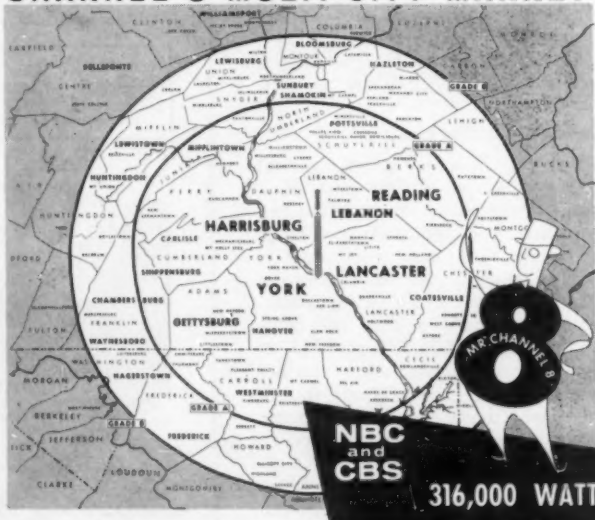
NBC AND CBS

Among the television markets foremost in the manufacture of primary metals, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956). This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



SALES MANAGEMENT

SIGNIFICANT TRENDS

Marketing News as Viewed by the Editors

"THE PULSE OF INDUSTRY—the Pulse of America" is how "Newsweek" headlined the first of its new Quarterly Surveys on Capital Appropriations. The feature, which is being prepared as an aid to planners and policy-makers in industry, will regularly forecast spending for new plants and equipment. The surveys themselves will be conducted by the National Industrial Conference Board, which has among its 3,400 members almost all the major manufacturing companies. These firms (NICB says there are 1,000 of them) account for three-fourths of all capital spending.

McGraw-Hill, publisher of leading businesspapers, pioneered in this field of assaying future capital-spending plans by specific industries. Its annual reports—parallel and complementary to the all-business capital spending estimates of the Department of Commerce and the Securities and Exchange Commission—have been looked forward to by marketers and manufacturers who have found this information tremendously useful in their long-range planning. The "Newsweek"-NICB study—in addition to being a **quarterly** peek at spending intentions—differs from existing surveys in that its data are taken from company records of **actual appropriations** during the quarter covered, rather than estimates of the **amount that will be spent** during a given period. The reports, it is believed, will be a fast-reacting barometer of corporate confidence in the future.

"Newsweek" notes that there seems to be a close connection between investments in new plants and equipment and business trends in the past. It points out that such spending dropped 75% from 1929 to 1933. It fell 28% in the 1937 recession and 13% in the 1948-49 recession. Conversely, in 1956, when the output of goods and services will top \$400 billion for the first time in history, **capital spending is up 23%.**

The magazine's first report, published in its October 15 issue, covers the first six months of 1956. Highlights are:

The nation's 1,000 largest manufacturing corporations approved about **\$8.5 billion in new capital spending.** That was 39% more than these same firms O.K.'d in the like period last year.

Backlogs of capital appropriations—spending not yet underway but formally approved—stood at \$10.4 billion at the end of the first half.

Durable goods producers look forward to **faster growth** than non-durables producers.

Behind "Newsweek's" new feature is a demand by corporate executives for tomorrow's facts today. Sales planning, production planning and expansion moves today are closely tied to the pace of the economy and companies want to tie them still closer. Government figures, in some categories, aren't compiled fast enough or as comprehensively as business would like. **Sales Management's** "Survey of Buying Power" was started by just such demands for sales and income data three decades ago. McGraw-Hill saw the need for long-range estimates on capital spending. Now, "Newsweek" and the NICB sense a need for faster, more immediate data.

The government has also introduced improvements in its fact-gathering and information-dispensing procedures. New electronic data-processing machines have helped immeasurably. Today, for instance, we no longer have to wait 10 years for an accurate census of population. The count of births, deaths, immigration, emigration is figured daily. We know almost at any instant how many persons are employed, unemployed. What the average factory wage is, the average prices the farmer is getting,

Significant Trends (continued)

the number of houses a-building, the number of appliances in use, how many watch TV at practically any given moment.

We've got statistics on statistics, facts on facts. The big job for marketers is not necessarily to undertake new studies, but to analyze, interpret and make use of the material that is available today. Practically every company has expensive, processed surveys that have never been fully exploited. The machinery of figure-and-fact gathering is further advanced than our ability to plan with these facts.

"Newsweek's" surveys will be interesting. The NICB information will be reliable and accurate. But that is as far as a publication can go. Only you, as an executive in industry, can employ those facts to benefit your company and the economy.

INFLATION PRESSURES are building up throughout the economy, despite a tight money market. Factory wages are rising faster than productivity. Raw material prices, steel prices are well above last year's levels. The cost-of-living thus far is up only 2% for the year, but manufacturers' costs are up much more than that. The result: New price tags, higher price tags, are appearing on hundreds of products—even on some that aren't selling so well at present.

During the past fortnight, steel scrap prices rose \$6 to \$8 a ton, TV manufacturers raised retail tabs \$10 to \$30, appliance makers priced various items 5% to 10% higher than last year. Coffee prices in retail stores went up a few pennies per pound, dried apricots threatened to cost more, textile prices rose, auto prices increased a few dollars. Even Broadway theatre ticket prices were advanced.

The pattern is nation-wide and spreads across all industry. Those companies not raising prices want to . . . those that have raised them wish it weren't necessary. In our lead article this month, William J. Tobin discusses the problems of raising prices. He tells "How to Take the Sting Out of Increases," and gives an excellent checklist that will help you. However, not everyone can raise prices and get away with it. It seems certain that many firms will have to cut their newly raised prices come spring. This can be embarrassing.

WHO PAYS THE MOVING BILL when a salesman is shifted from one territory to another? The company usually does—88% pay the full tab for the shipping of furniture. Such data are from a survey conducted among member-companies of the Cornell Marketing Management Forum.

No firm surveyed felt that this expense was the salesman's responsibility exclusively, but some companies either pay a just share or set a limit.

What about personal expenses (hotel bills, travel, etc.) due to moving? That, apparently, is a horse of a different color and the respondents were far from united in their policies. **All** personal expenses incurred in the move are paid by 35%. The rest either set a limit on the amount they will pay or on the time period for finding suitable housing.

BEHIND THE SALES TRENDS

The cost of living has risen 91% since 1940; hourly wages are up 185%; wholesale prices stand at 117%. The national income has climbed 295%.

Vacuum cleaner sales in the few years since World War II total 31 million. Sales in 33 years preceding the war, on the other hand, amounted to only 23.5 million. Manufacturers sold almost 2½ million units in the first eight months of this year . . . and August, the latest month for which complete figures are available, was the 25th consecutive month in which a sales record of one kind or another was established by the industry.


Reading time is scarce; reading material is overly abundant. Says M. J. McCrudden of A. J. Wood & Co.: "Most of us read what we **have** to; many of us read what we **want** to; few of us read what we **ought** to." The most needed invention of the decade is a reading material digester for executives.

Industrial building is running almost one third above 1955; this more than overcomes the slight slump in housing starts.

American families are optimistic about the year ahead, according to the latest survey of consumer attitudes by the Research Center of the University of Michigan. They expect to do a lot of buying of better quality products.

[illegible]

If You Have to Raise Prices in '57 You'll need answers to 9 questions:

- 
1. Is the price right?
 2. How will price affect salesmen?
 3. What is public relations angle?
 4. Can you pretest the price?
 5. What about future price increases?
 6. How will new price affect dealer—distributor inventories?
 7. How will competition react?
 8. How will you announce new price?
 9. What will you do to sell the price rise?

[illegible]

How to Take the Sting Out of Increases

There is quite a bit of economic evidence that a '57 price increase is in the cards for some industries that have already increased their '56 prices and for many others that have not. It is quite likely that many durable goods producers, for example, will use the recent price increase in the steel industry as an opportunity for catching up with increased labor, raw material and freight costs. The business news of the past few weeks would seem to indicate a general tendency to higher prices in '57. Numerous announcements of price increases of both wholesale and retail items have been headlined in the business and general press.

- Clothing manufacturers are raising their wholesale prices from 50 cents to \$3.50 on their spring-summer lines.

- All the many products of the Owens-Illinois Glass Co. are due for a '57 price rise to offset higher labor and material costs.

- The General Electric Co. plans

to increase prices 8% on two major lines of motors used in its air conditioning systems.

- Led by the Wagner Baking Co., a price leader in the baking industry, wholesale prices of pies will have price increases ranging from three to five cents. This is a 4% boost on the retail price—the first since 1953. Again, higher labor and commodity costs are blamed.

- Economic forecasters for the automotive industry predict that price tags on '57 automobiles will also be higher.

• A recent survey of the U. S.-wide membership of the Associated General Contractors of America indicates that '57 prices for building materials will be at or near an all-time high.

The pressures for a general price rise, although not universal, seem to be building up in still other ways.

This is revealed by two other extraordinary news events of the day:

1. Businessmen's spending plans for new plant and equipment will hit an all-time peak this year. Capital expenditures in the neighborhood of \$35.3 billion are contemplated for 1956. This is 23% over the record 1955 figure of \$28.7 billion.

2. Retail stores this year have been doing their biggest sales volume in history. Sales are running 4% better than '55 when they set a new record of \$185.5 billion.

When business men and consumers crowd the market place for the available supplies of goods and services price pressures build up.

In light of all this, it behooves the sales executive to make some preparation for what may be an inevitability—a price increase in '57. How? Find the helpful answers called for in this check list of questions. Because, although sales management's say as to what the new price will be—or what

BY WILLIAM J. TOBIN

part of it can be absorbed because of increased production efficiencies or what part should be added because of increased labor and material costs—may be somewhat limited, this check list of questions to ask yourself if you have to raise prices in '57 is designed to stimulate your thinking about the best way to maximize sales via (1) planning the price rise, (2) announcing the price rise, (3) promoting and selling the price rise.

• **Is the price right?** This is a crucial question. Obviously the price will be just as right as you can make it. To determine whether it is right, consider what effect the new price increase will have on consumers, distributors, dealers. For example, what new price will the consumer accept? Whatever price increase is decided as best, management must consider whether it is the price at which goods will sell best. There may be good reason to question whether the new price is *high enough*. Consumers may not think so. May not think the increased prices make enough of a differentiation between what you have to offer and what is available at a lower price. Although management will try to provide increased services and better quality with the new price, goods and services must also be priced right *psychologically*. A hosiery manufacturer recently discovered he couldn't gain acceptance for a 15-cent increase in the price of his women's hosiery. He did, however, when he increased the price 30 cents. The new price was psychologically more acceptable to his women customers. Much the same concern should be given to the price as it relates to dealers, distributors and industrial users. Giving some thought to the way the price increase will affect consumers and sellers will have a substantial pay-off in better trade and point-of-purchase relations, as well as in profits and sales volume.

• **How will the price increase affect salesmen?** There are a number of important considerations here that should be taken into account. For example, does the price increase mean that salesmen will lose business because established accounts have been priced out of your market? Does it mean whole new fields of distribution have been opened up for your salesmen . . . and doubled and possibly tripled their selling opportunities? Will salesmen need new sales presentations to sell the new customers or will the market shrink to the point where salesmen will worry about holding on to their jobs? How will salesmen's morale be affected? A suddenly

announced price increase can be demoralizing. Will the new price announcement take them by surprise? Advanced planning and good timing will equip salesmen so that they are able to answer every question about the new price from their sales contacts. More than in times of price cutting, "forewarned is forearmed" when it comes to explaining and selling new price increases.

• **What is the public relations angle?** An important consideration in announcing a price increase is to present it in a way to make it seem reasonable, fair, and justified by circumstance and cost. Every product has a personality in the eyes of the general public. It is either priced right or it is priced too high or too low. It is either a product or service that fits the pocketbook or a luxury that consumers may only hope to be able to afford in the future. Where you have acceptance in the eyes of the general public, you have a price franchise to protect and promote. The wise sales manager will use whatever channels of communications are available to persuade the general public that his price is right and that dollar-for-dollar the consumer is getting his money's worth. The general public's most potent weapon against any kind of a price increase, word-of-mouth advertising, should never be underestimated, ignored, or left to chance influences. Wherever possible, sales management should shape it to promote the best interests of the company by showing how everything the company does is in the best interests of the public. Good public relations is good business.

• **Can you pretest the price?** This is something you can plan for in a number of ways: a pilot survey by some of your salesmen among selected distributors or dealers may provide the quick answers you need. Consumer tests in key markets is another fast way to check. When you do pretest the price, your objective will be not only to determine whether the price is acceptable in general but also to determine as far as possible (1) whether the new price gives you the return you need, (2) promotes maximum sales of the products or services you sell, (3) has the psychological appeal we spoke about earlier.

• **What about future price increases?** If sales management doesn't have the answer to this question, someone should check with higher management. Good selling strategy requires it. To make an all-out effort to sell a new price increase one minute and then to be confronted by a bigger

advance the next can lead to confusion and frustration all along the line. Where it is possible, sales strategy should make allowance for possible future price increases.

• **How will the new price affect dealer and distributor inventories?** Is it possible that a leak about a price increase will cause an inventory buildup? Will this cancel out the good effects of the price increase because of the increased costs involved in getting the additional goods produced and shipped to meet the flood of rush orders that follow on the information that was leaked? Obviously this calls for some kind of policing and secrecy in the planning and disseminating of information about plans for new price increases.

• **How will competition react?** An important research job to undertake before increasing prices is to check to see what competition has done, is doing, will do. What may be called for here is a brainstorming session in which sales management, production people and other top management men get together and thrash out what the logical moves of competition might be when your price increase becomes generally known. A key to survival in our American economy is the sales executive's ability to foresee, forestall and counter competitive moves with better, more powerful ideas and actions of his own.

• **How will you announce the new price increase?** Assuming you have taken precautions to eliminate information leaks about the price increase, what will be the order in which you will inform people about the news? For example, is it best (as it is in most cases) to tell your salesmen first or will your interest be best served by a sudden announcement? The advantages of telling your salesmen about it first are:

1. They have time to solidify their customer relations by giving customers the news personally and proving they have their interest at heart when they provide it "hot off the press."

2. They have time to develop new sales presentations and reasons why the new price is worth every bit of the extra money dealers and distributors will be asked to invest in the product. The latter procedure—broadside distribution of the new price announcement—lets everyone know about it at the same time. This eliminates price discrimination and confusion about costs that sometimes arise when price information is more slowly circulated.

Plans for announcing the new

price increase might also include an effort to maximize the competitive impact. Where possible, it should be timed to hit competition where it hurts most. Another important factor to keep in mind is the buying mood of the purchaser at the time the announcement of the new price increase is scheduled to be released. A time like now, for instance, in which prices generally are expected to go up, means new price increases are most likely to be accepted with a minimum of resistance. The purchaser reasons that now is the time to buy, that additional price increases may be in the offing. Planning a price increase after this mood is past will surely mean tougher selling all around.

• **What will you do to sell the price rise?** Where the stakes are high, this is something we all want to give a lot of thought to. An important price increase should call for important new sales promotion efforts and sales training. The question that needs answering is: In what way is the price justified? This is a question sales promotion and sales training must answer. The way industry is progressing today, the answers should be fairly plentiful. New production efficiencies mean new features to sell, improved quality, more attractive packaging, better delivery and faster servicing of customer needs. These are all part of the package that salesmen sell when they sell your products or services.

Sales training via meetings and other sales communications devices must explain why the price is right. Maybe the price goes hand-in-hand with a new model, a bigger trade-in, an attractive premium.

Sales training will highlight the how of selling regular customers and pinpoint the new opportunities. Fact is, a new price increase should call for a brand-new look at all the factors which affect the sale of your products and services. This new look might include everything from ways to provide salesmen with more effective sales aids to a complete analysis of channels of distribution and sources of sales in each of the many big and small markets in the entire country.

In times of price increases the most effective sales training will be specifically aimed at providing answers to the biggest sales obstacle of them all—the time the prospect says, "Your price is too high!" How will your men answer this sales killer? The right kind of thoughtful sales training will provide the effective answers your salesmen will need, will welcome . . . if you *have* to raise prices in '57.

The End

Nation's Top Car Dealer Credits All to Salesmanship

"Order-taking is not salesmanship," says R. E. "Dumas" Milner, the world's largest GM car dealer. "You've got to work for sales and then you've got to work harder to keep the customer sold."


Milner is 39 years old. He expects that sales in his six automobile agencies in the South and Southwest will run 20% to 25% ahead of last year, when they hit a high of \$60 million. Phenomenally, Milner's car-sales curve showed a healthy upswing at the same time other dealers were brooding about a downturn.

Five years ago, Milner had just one small agency in Jackson, Miss. Now he has six agencies and he has

adopted a chain store technique of selling. But, he refuses to offer buying inducement or premiums. "A good salesman," he says, "beats a barrel of flour any day."

"Dumas" Milner believes strongly in advertising. His ad budget is up 39.5% over last year. But, he insists, no amount of advertising will work unless it is backed by an enthusiastic, loyal sales force. He picks family men who seem to him to have an opportunity to grow in the organization. He pays more than industry. Says Milner: "We pay more than the man expects to get. In this way, he strives to give more of himself than I might have expected."


Milner's ten commandments of (auto) salesmanship

1 Make a minimum of  5 personal calls each day.


2 Write a minimum of 25  post cards every day.

3 Make at least 20  telephone calls each day.


4 Write 10 post cards to  satisfied customers each day.


5 Always have at least 5  "bird dogs" working all the time.

6 Make at least 3  road demonstrations every day.

7 Pass out a minimum of 25  business cards.

8 Make at least 3  appraisals every day.

9 Check with the service department every day. 
A man whose car is in the need of servicing may be a prospect for a new car.

10 Be courteous, friendly  but persistent.

*"Bird dog": A man who makes contacts around filling stations, barber shops, etc., and uncovers prospects for the salesman and sends them along to the showroom.

Mr. Nance Moves On



...To Get a Ford in Your Future



Biggest news in the auto personnel field is crack-salesman James J. Nance's move from Studebaker-Packard to Ford: The man who gave his all to pull the venerable, respected name of Packard out of its financial and sales doldrums, then tried his sales magic for Studebaker when it merged with Packard, is moving on to a vice-presidency (v-p—marketing) at Ford. No quitter, Nance didn't make his move until he worked out the complicated arrangements which culminated in Curtiss-Wright Corp. giving the ailing independent \$25 million for a 12-year lease of two Studebaker plants, bought S-P's interest in Aerophysics Development Corp. and took over equipment from the South Bend and Utica, Mich., plants. This mammoth deal—a real coup—gives S-P another fighting chance . . . Now Nance will have another big job: He'll probably work on policy for Ford's much-whispered-about "E" car, which will fit in the upper-middle-price bracket . . . Nance was Hotpoint's president before he joined Packard, and one of the best known sales executives in the country. Put Hotpoint in a top place of the appliance industry. His decision, after Korea, to tool up and put into operation two large aircraft engine plants for Hotpoint also gave him technical savvy for the Packard job.

THEY'RE IN THE NEWS

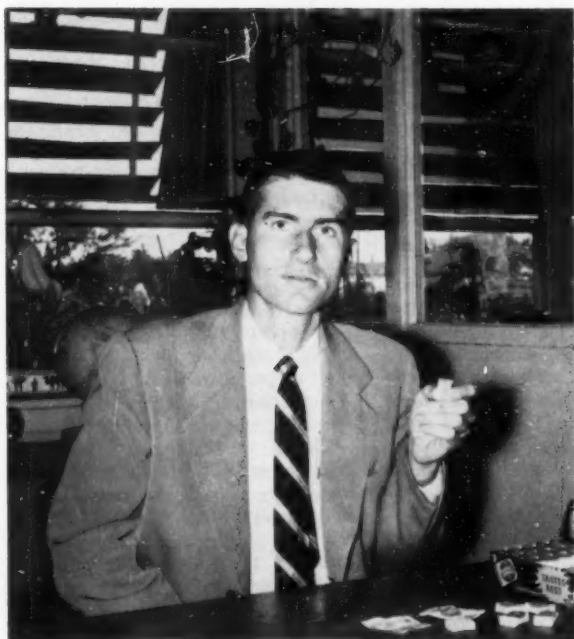
BY HARRY WOODWARD

The Peach-Colored Radio Says "Sales, Sales, Sales!"

If your wife is prostrated because the bedroom radio clashes with the decor, don't show her this: Gent named Earl R. Keown, new v-p in charge of sales of G. Felsenthal & Sons, Inc., Chicago plastics and fabricating firm, says: "There are 35,000 possible color schemes for your new table or portable radio cabinet!" As the man who sparks the sales for one of the largest producers of plastic components for the electronics, automotive, aircraft, appliance and radio-TV industries, he should know. It's his job to sell manufacturers on selling consumers on color in plastics. That shocking pink steering wheel that sold your wife your new car is part of the philosophy. Keown believes "you must understand production and engineering to be a good salesman in this field." He understands both. Started as a molding press operator 22 years ago, moved through the plant end of the plastics business into sales. When he left Santay Corp. he was executive v-p and general sales manager. Now he's bought a stock interest in Felsenthal, is reorganizing and expanding the sales force.



The Teacher Who Chews Bubble Gum



He's Gilbert B. Mustin, Jr., and no wonder he chews it: He's one of the owners of Frank H. Flee Corp., Philadelphia manufacturer of Dubble Bubble gum—the *specialite de maison* wherever pig-tailers and miniature cowboys reside. And he's just been named to the newly created position of v-p in charge of marketing. So while mamas, raised in a stricter society that frowned on chewing in public, are busily saying "Spit out that bubble gum!" Gil Mustin is working hand in glove with his sales force, his advertising agency and his promotion specialists to make children cry for his product. Mustin is a Philadelphian by birth and education (Friends Select School, Swarthmore College, where he later taught). His company has for years been the leader in advertising bubble gum on a national and international basis. Dubble Bubble was developed in 1928—you just *thought* it was the post-war generation that was up to the ears in the stuff—and almost immediately turned up under theater seats, dining tables, underfoot, sure proof of popularity . . . Flee began in 1849, concentrating in those dim, unenlightened days on oils and flavoring extracts. It wasn't until '85 that the company began to make gum . . . Mustin has four little chewers of his own.

We Telegraphed This Query to Advertising Managers

WHAT IS YOUR PERSONAL OPINION ABOUT THE DESIRABILITY OF SETTING ASIDE A PORTION OF THE YEAR'S ADVERTISING BUDGET UNALLOCATED AS TO BUDGET OR MEDIA, TO PROVIDE OPPORTUNITY TO TAKE ADVANTAGE OF UNFORESEEN MARKET AND PROMOTION OPPORTUNITIES?

WHAT IS CURRENT PRACTICE IN YOUR COMPANY? IF YOU SET ASIDE UNALLOCATED FUNDS, HOW DO YOU DETERMINE AMOUNT?

6%, 7%, 10%—and Nothing— Set Aside for Unallocated Ad Funds

Sales executives can plot their strategies for a year or more in advance, but they know special market situations arise throughout the year. How much flexibility do they give their advertising managers to use advertising to take advantage of unexpected opportunities?

Presented here are replies from a representative group of advertising officials to SALES MANAGEMENT's questions.

7% Unallocated

R. G. Stolz, Manager
Advertising and Sales Promotion
Brown Shoe Co.

I personally believe it is good advertising strategy and management to set aside a percentage of the year's advertising budget to use for unplanned advantageous promotions on covering new products, new styles, market changes, and special events. This approach provides maximum

flexibility for a season's campaign and can be the shot in the arm needed to develop extra enthusiasm among advertisers, sales force, distributors and retailers. Any new, exciting extra promotion provides the sales force with another reason to go back to dealers for extra sales and extra promotion.

It has been the practice of the Brown Shoe Co. to operate within the framework of fixed six months' budget in past years. In 1956 a 7% unallocated reserve fund was set up for the double purpose of having available funds for special promotions and to provide a cushion for over-expenditures of planned budgets which of 10 exceed original estimates due to changes in plans, rate increases, etc. We determined the 7% on the basis of five years' past experience as the cost of extra promotions and expenditures in excess of the original planned budget.

The sales managers and advertising managers usually originate all extra promotions and the vice-president in charge of sales and the manager of advertising and sales promotion

agree on the allotting of the extra funds. An example of a current important extra promotion is our "Naturalizer" women's shoes and "Roblee" men's shoes coordinated color tie-in with RCA compatible color promotion scheduled during the Spring of 1957. Extensive dealer sales clerk and sales force contests are planned with numerous prizes consisting of RCA color TV sets, portable TV sets, 45 rpm record players, and record albums, special point-of-purchase display units, big dealer brochures, salesmen's portfolios, and important national magazine ads.

NBC will also provide testimonials and color photographic tie-in with Vaughn Monroe and Arlene Francis featuring our merchandise.

Complete coverage of the nation's department store presidents, advertising directors, and fashion coordinators will feature brand names and merchandise of the exclusive manufacturers in the apparel field tied into this promotion.

Outstanding results are anticipated on this extra promotion. Some of the

very best promotions pop up during the course of a selling season and it seems more and more desirable that an alert, aggressive advertiser be ready to move rapidly when opportunity knocks.

6% Set Aside

Kenneth Baker
Advertising Manager
Gerber Products Co.

I personally think it is desirable to set aside a reserve for special promotions, primarily because it is difficult to anticipate exactly what markets or media may need special attention six months hence.

Our company has for the past several years included a reserve amounting to about 6% of the total budget for special local promotions.

The amount is determined by a



Baker, Gerber Products Co.

combination of factors, different each year, including the urgency of the market situation, the availability of funds at the time, the apparent value of the media offer compared to those originally scheduled, and others.

The commitment of the reserve requires executive committee approval.

Some of our ventures into new (to us) media have originated in this reserve, and in a satisfactory percentage of the cases, the new medium has appeared on the following year's original budget.

No Unallocated Funds

Franklyn R. Hawkins
Advertising Manager
Libbey-Owens-Ford Glass Co.

We do not carry an unallocated fund in our budget for hit-and-miss advertisements. In our business, we



Hawkins, L-O-F Glass Co.

do a very serious job of mapping programs and selecting media each fall which we feel will stand in the light of logic throughout the next calendar year. We believe in continuous advertising rather than in-and-out inserts which often create no continuity in the memories of magazine readers.

If an architectural magazine, for example, notifies us soon enough that a certain issue is going to feature a certain type of building construction, our program is flexible enough so that we can move product advertising around for advertising such a building glazed with one of our glass products. This is accomplishing pretty much the same goal without having a floating fund in the budget.

Greatly Intensify

G. P. Karle
Advertising Manager
W. A. Sheaffer Pen Co.

We try to establish our budget as realistically as possible on the basis of what will be needed to get the job done, including all media for various product groups. Within that framework, I am generally able to work out any relatively minor promotion that might not have been specifically outlined when the budget was set. For instance, this year we decided on a new move for us. It was a Christmas promotion directed to the businessman. We felt that many businessmen would be interested in a quality business gift above the more usual type of reminder. To reach them we are advertising in *Fortune*, *The New Yorker*, *SALES MANAGEMENT*, *Business Week*, and other publications with executive readership. Set in an entirely different key from our regular ads, these suggest Sheaffer

White Dot pens and pencils as a way to graciously extend a season's greeting. Actually, this gift promotion, with its accompanying dealer tie-in was arranged after our budget had been set.

If an opportunity arises for other promotions of this type when events during the year indicate a revision of our original plans, then I go to top management and ask for any additional funds that might be necessary to get the particular job done. This year, for instance, after the budget had been set, for a number of reasons we wanted to greatly intensify our pre-Christmas magazine advertising schedule. A presentation to management resulted in approval of the largest Christmas magazine advertising program we have ever had.

10% Contingency

Paul C. McCormick
Vice-President
The F. C. Russell Co.

We believe that a reserve fund is an important segment of our advertising budget. It allows a flexibility that enables participation in advertising and/or promotion projects that may develop during the budget cycle. It can be either at the national or local level but a situation we recognize as important to our general sales effort.

Our procedure is that when we set up our total budget, we automatically



McCormick, F. C. Russell Co.

set aside 10% of the total labelled a contingent fund. Final approval to allocate contingency funds is determined through consultation between sales and advertising. Decision is made on basis of mutual reflection on

the importance of the project and how it relates to or ties in with sales objectives.

Original request can be instigated by either advertising or sales. While we know specific instances that would indicate an upgrading of sales, as a result of this procedure, there is an important plus advantage in that it contributes substantially to the morale of distributors, dealers and salesmen when we are in a position to take advantage of special situations and offer them added and completely unexpected support. Further, it eliminates entirely the necessity of requesting management to consider mid-season budget revisions to compensate for emergency market developments that could be vital to our sales organization.

Unforeseen Reserve

S. T. Salvage, Advertising Manager.
The Timken Roller Bearing Co.

The current practice in our company is to provide for an item "Reserve for Unforeseen." However, this is a small amount in dollars and if a major project needs to be undertaken, additional funds are requested. The request is sent through the same channels as the original budget. In our company this means it has to be approved by the advertising manager, director of sales, vice-president in charge of sales, and president.

I do not recall of any one specific item for which we have requested



Salvage, Timken Roller Bearing Co.

additional funds in past years but we have in several instances requested additional funds for a group of items which were needed to strengthen our advertising program.

Unfortunately Impractical

Edmond I. Eger
Vice-President, Advertising
Admiral Corp.

The idea of setting aside a portion of the year's advertising budget unallocated as to purpose or media is most desirable, but unfortunately impractical. Most companies establish their advertising budget on the basis of an ambitious sales goal which they may or may not reach. If the organization is moving ahead and is ambitious, it may be overly optimistic in setting a figure for anticipated sales volume. When a company plans its advertising and sales promotion program on a budget based on higher sales than actually achieved, it is then faced with cutbacks and must cancel portions of the campaign so as not to finish the year in the red.

We at Admiral do not set aside unallocated funds. Management, of course, looks askance at unallocated funds in any budget. We do try to keep advertising expenditures under rein during the first half so we'll not be overspent by the time we enter the heavy fall selling season.

We repeat that the unallocated fund suggestion is fine in theory, but a failure in practice. Any advertising man would just love to keep \$100,000 or more in the kitty for use when unforeseen promotion opportunities arise late in the year. But how to do it?

Task Basis

W. B. Potter
Director of Advertising
Eastman Kodak Co.

At Eastman Kodak Co. . . . the sales and advertising people have a series of meetings with representatives of top management to review relative progress of our projected production capacity and profits on various lines in our business.

The advertising budget is then drawn up on a "task" basis. Any cost increases from the preceding year are automatically allowed. We then submit to top management a series of "packages," each with a price tag thereon, so that the objectives of each campaign may be reviewed and evaluated from a management point of view.

We do not have any unallocated funds, but are privileged to submit recommendations during the year with a request for additional monies. An example of this was our sponsorship of the U.S.G.A. Open Golf Tournament this past June.

Undesirable—For Us

Charles S. Downs,
Vice-President in Charge of
Public Relations & Advertising
Abbott Laboratories

Do not have unallocated advertising funds and firmly believe they are undesirable, at least in circumstances under which we operate.



Downs, Abbott Laboratories

Circumstances are: (1) We budget on a product and task basis; (2) in pharmaceutical industry new and better products are constantly replacing old ones, causing constant change in sales promotional needs; (3) Abbott executive committee meets weekly or more often and is accustomed to making new and revising existing advertising appropriations frequently to meet changing needs. Hence, funds can be appropriated at any time during the year to take advantage of unforeseen media or other promotional opportunity.

Need Tight Control

C. F. Toll
The Sherwin Williams Co.

Strongly favor reserve in advertising budget for special items that may come up after budget is approved. However, such a reserve must have tightest control to avoid pressure to expend money on meritorious but questionable activities that may not directly contribute to management's basic objective.

We do not set up such a reserve. Budget is based on over-all program which includes everything from collateral vital to expand some phase of program. Top management's full approval must be obtained. **The End**

YOUR Q FOR COLOR



WNBQ, NBC Television in Chicago and the nation's *leadership* station in **COLOR** telecasting, now introduces a stronger-than-ever program line-up—all in **COLOR**—for its popular 10 to 10:30 p.m. period. Major programming change in the half-hour brings in the brilliant NBC network newscaster Morgan Beatty, followed by Norm Barry's "Let's Look at Sports."

Beatty and Barry, together with Clint Youle, America's top weatherman, and Dorsey Connors, Chicagoland's favorite household-hint expert, form the new all **COLOR** "Four Star Final" line-up on WNBQ.

This "Royal Family of Chicago TV" is already selling in **COLOR** and black-and-white for such blue-chip sponsors as Armour & Co., DuPont, Sante Fe Railroad and Slenderella. Program sponsorships and prime station breaks in "Four Star Final" can do a four-star selling job for you, too. Take your selling cue from "Q" — WNBQ — today!

10:00 p.m.—Clint Youle with the Weather Roundup

10:10 p.m.—Morgan Beatty with News Commentary

10:20 p.m.—Norm Barry with Sports News and Scores

10:25 p.m.—Dorsey Connors with Household Ideas

WNBQ

NBC

Television leadership station in Chicago

SOLD BY



SPOT SALES

NOVEMBER 2, 1956

Winchester Sets Its Sights On Second Century of Shooters

BY LAWRENCE M. HUGHES

"Everybody wants to work for Winchester."

This enthusiastic remark by John T. Boone, sales manager of Winchester-Western Division, New Haven, of Olin Mathieson Chemical Corp., should perhaps be qualified. He refers to salesmen, and specifically salesmen who like their ammunition live.

For those who enjoy taking on more immediate and tangible targets than "quotas" (particularly in the wide outdoors), and showing other men the fun and fraternity of it, century-old Winchester still proves a happy prospect-hunting ground.

Jack Boone (whose ancestors were shooting for food and defense in this New World long before the Dan'l Boone branch began to grab all the publicity) denies that his gun-peddlers are picked solely for shooting inclination and ability. "Men who are simply shooters or gun cranks," says he, "won't work at selling. On the other hand, every applicant must have the *smell of gunpowder*."

Because Winchester's salesmen lead happy, healthy and reasonably secure lives, spreading the smell, and the growth of the business is gradual, only a couple of newcomers are added annually. Boone does the final hiring. His sense of smelling gun sales ability

by now is quite acute. But still he admits to "about three misses out of 20."

Winchester scouts colleges for potential scientists and technicians, but *not* for sales talent. "For *our* job," Boone explains, "we seek country fellows—natives of their areas, who know the local problems and talk the native language. They fit their markets, and continue to work there. A New England Yankee would not go very far in our business in Texas—nor would a Texan up here."

Many of the men are "characters." A couple are Indians (whose ancestors were targets for earlier versions of Oliver Winchester's repeating rifle). A southern salesman has some reputation as a turkey hunter. One in the Far West, says Boone, "fights with his customers—and they like it."

Most of them started two decades ago with Winchester or Western Cartridge before the two forces were merged. Their average age is now 45. They have long since learned the cardinal rules: A man must sell as well as shoot. He must be honest, and he must know how and when to use liquor. Winchester insists on "no liquor until the guns are put away."

Winchester's men don't get rich. The four regional managers average

less than \$10,000, the 14 district managers \$7,000, the 41 territorial salesmen \$6,000. ("Instead of raises," Jack Boone explains, "we give them more time for hunting.")

Last year, however, the ante was boosted a bit by a first sales contest, which Winchester calls a "deal." This plan—being repeated in 1956—develops quotas on old-line non-allocated firearms of 10% above the past four-year average. (On some guns the division is still struggling to meet demand.) If a whole district makes quota, each salesman in it gets \$250 and the district manager \$500. If all districts in a region come through, the regional manager receives \$750. For each district failure, payments are reduced proportionately.

In 1955, Boone shows, "three of our 14 districts did not make quota. . . . One district manager had had a heart attack."

Winchester gives each man a new car, which is replaced every 25,000 miles. (Salesmen may choose between Chevrolet, Ford and Plymouth models; district managers drive Pontiacs.) The company pays virtually all business expenses on the car and lets his family use it on payment of three cents a mile.

Each salesman also gets a gun of his choice and free ammunition. ("It's his gun," says Boone, "if it's fired.") When a veteran salesman retires he gets his favorite gun free, and Winchester continues to send him two cases of shotgun shells annually.

A new salesman is consigned "all the standard models of the firearms line he can carry," live ammunition for sample guns and a display of ammunition components and dummy cartridges. He gets felt table covers on which to display his wares at meetings and exhibitions; a Winchester-Western shooting coat with his name embroidered on it; four white shirts with "Winchester" and "Western" sewn on the back; two red neckties; two white shooting caps bearing a red "W", and a red shooting vest with his name embroidered on the pocket.

Among things in his car trunk (which he keeps carefully locked because, Winchester tells him, "firearms and ammunition are among the five items which induce a person to



ON TARGET:
Winchester's sales manager, Jack Boone, knows from long experience how his wares work.

steal") are two sample talking movies: "Showman Shooter," featuring World Champion Herb Parsons who now does his stuff for Winchester, and the story of how these guns are made. Winchester's films are available free to various groups. Twenty million people view them annually.

Wherever groups get together for shooting or hunting, the Winchester man is busy. He even helps to organize them. A "Gun Club Guide" tells him the history of shooting at clay targets, and shows how such clubs instill men with "new enthusiasm, incentives and interests." Winchester tells clubs how to affiliate with Amateur Trapshooting Association, Vandalia, Ohio; or National Skeet Shooting Association, Dallas; how to find shooting grounds and run competitive matches. Clubs learn the fine points of such "systems" as the High Gun, Percentage and Jack Rabbit. (Under the last a shooter is repaid full entry fee for each target he breaks.)

Sales literature and ammunition for "the Gun That Won the West" smells of wide open spaces.

Sales "Ammunition"

Two decades ago Jack Boone wrote the first "Gun Salesmen's Handbook" for wholesalers and retailers. (Sears, Roebuck, he recalls, took 1,800 copies.) The current version tells specific guns and loads for wildfowl, upland game, pests and vermin (sometimes called varmints), big game, and gun games.

The "Winchester Arms Catalog" pictures a frontier hotel and other establishments (but no saloons) and a stage coach. On a front-page illustration, titled "When you're glad it's a Winchester," a hunter gets the best of a rampant grizzly bear.

Shooters know their shells. Respectively in 112 and 136 pages, the Winchester and Western ammunition handbooks have a lot to say about such complex matters as velocity, trajectory and recoil. Some 200,000 copies of each are distributed annually.

To date, one million copies of a comic book about "The Gun That Won the West" have reached America's youngsters. In addition to 24 pages of exciting "Adventure, Hunting and Shooting Tips," the growing up market learns "how to join the Winchester Rifle Patrol." (In movies and otherwise Winchester urges fathers to go gunning with their youngsters: "Hunt *with* your boy and you'll never have to hunt *for* him.")

"The right to bear arms," kids are



QUARRY: Herb Parsons, exhibition shooter for Winchester-Western, proves his guns and skill on live targets, as well as trick shots at "matches."



SHOOTIN' SALES MEETING: One day of the annual two-day sales meeting is devoted to a shoot. Here some district managers keep their hand in.



WINDOW GUNNING: If the family don't give Dad a gun for Christmas, he may buy one anyway. Winchester sends free displays to a lot of dealers.

"This guy's eye-openers
are right down
every motorist's alley!"



Ed Kandlik, auto editor of the Chicago Daily News, doesn't scratch the backs of dealers and manufacturers. He writes what the **people** want to know about cars . . . and reading-motorists get a revealing peek at themselves. One auto-industry V.I.P. says: "Ed Kandlik asks sharply sensible questions, and prints the answers straight." It's hardly surprising that the News leads all Chicago daily newspapers in new-car advertising . . . **first choice**, year after year, during the entire postwar era. And it all adds up to proof that—

**The CHICAGO DAILY NEWS
HITS HOME**

told, has been "basic" in America since our ancestors took them up against (1) wild animals, (2) Indians, and (3) our British overlords. The comic book carries the Winchester story through such progenitors of repeating guns as Colt, Smith and Wesson to such famous users as Teddy Roosevelt and Buffalo Bill. Youngsters are shown how to shoot, outdoors and even down cellar. (One safe way for the latter is to set a quarter-in steel plate at a 45-degree angle to deflect bullets down into a box of sand.)

Young and old, Winchester's customers are a pretty fair cross section of the national male market. The guns can be bought from \$16.75 to \$3,000. The market extends from the relative few who will buy the new Model 70 African big game rifle, which shoots "the most powerful sporting cartridge in the world," to backwoods folks in the South, who still buy a few shells from an open box in a general store to "shoot their supper."

But a lot of men, Jack Boone says, "will go without things in order to get a good rifle," and the real addict boasts several guns—preferably Winchesters. In covering all sales districts at least once a year, and traveling to the various fall game season "openings," Boone finds plenty of Pullman porters who admire his weapons—and who insist on telling him about *theirs*.

Time Out for Shooting

At the annual two-day national sales meeting in New Haven in March, one day is devoted to a shoot. A couple of veteran salesmen also go in to "tell the factory force what *they* want." Many of the factory folks don't have to be told how their wares work under actual shooting conditions. They have been testing them in gun clubs and otherwise for years.

They have also been putting a lot of experience and skill into arms-making. Of the 6,000 present employees in New Haven, 450 have been with Winchester for 25 years or longer. They have reason to know that "a Winchester *can't* blow up—even under pressure of 50,000 pounds per square inch." For such reasons Jack Boone can boast that Winchester is "one of the 10 most valuable trade names in America."

Over a century Winchester has made 20 million guns. A few of the earliest of them still are being shot. Recently a man in Maine showed Boone the Winchester which his family for three generations had used to hunt deer. Since 1894 two million of the Model 94, named for the year of

its introduction, have been sold. The only change in this Winchester favorite is that today the barrel is made of chrome molybdenum steel.

Two years ago the company decided to supply parts for only 12 years after a model has been discontinued. And as another step toward "obsolescence" a new model of at least one new gun is now being introduced annually.

But depreciation is something else again. "We don't give a guarantee," Boone says. "Our customers don't need one. A lot of them can tell in blindfold tests which one is the Winchester."

Olin Mathieson Chemical Corp. this year will do a \$600 million sales volume. Among its score of divisions \$65 million will be done by Winchester-Western. And of OM's projected \$1.2 billion for 1960, this division, with explosives, would account for 18.5%, or \$222 million. Among sporting guns Winchester has long ranked first—outranking Remington of the big du Pont company.

Growing Gun Market

"Civilization" and urbanization definitely have not curbed this business. What Winchester calls "the primitive urge to hunt" still is strong in many a manly breast. Since 1938, while the nation's population rose 20%, the number of hunting licenses issued expanded 75%—from eight million to more than 14 million. Including farmers, who need no license to hunt on their own land, and trap and skeet fans and miscellaneous plinkers and others (a plinker being one who takes pot shots at any convenient target), some 25 million civilians now shoot for fun or food or, against pests and varmints, for self-defense.

The U. S. Fish and Wildlife Service has found that in 1955 one in three households had at least one member who hunted and/or fished. Some 13 million fished only, 4.1 million hunted only, and nearly 7.7 million did both. The 11,784,000 hunters spent last year for guns, ammunition and equipment nearly \$937 million, or an average of \$79.49 each.

The Service also announces that sales of duck stamps—not included in hunting-license figures—in the year ended June 30 reversed a two-year downward trend to reach a record 2,369,940.

Although such western states as Idaho and Montana show the highest ratio of licensed hunters to population, this market is widely spread. Among the nation's 16 million holders of various "licenses, permits, etc."—not including duck-stamp buyers—the

If this is YOUR "show"

International
Heating and
Air-Conditioning
Exposition

Feb. 25 - March 1 Chicago

here's your exhibit
promoting opportunity



It makes sense to make capital of your Show investment.

And here's just the way to do it! Tell of your plans, highlight your attractions in the Artisan's February Show Preview Issue. It costs little to seize this opportunity — regular space rates apply.

Your story, well in advance of the Show, will be in the hands of the KEY contractor-dealers and wholesalers who dominate in the residential air conditioning, warm air heating, and sheet metal contracting field. Prior to each Exposition they look to American Artisan for a comprehensive Preview.

Remember, because Artisan readers are they KEY dealers doing 80% of the available business, more Artisan readers can afford to and will attend the Show.

The February Artisan's Show Section will feature a listing of all exhibitors and their

products, a guide to the many displays, complete programs of the meetings. An advance showing in print! As an additional service, each copy will carry a tear-out "Be Sure to See" map-type card to guide readers to the exhibits they read about in the advertising pages of the Artisan's Show Issue.

Closing date for this merchandising opportunity is January 20. Hustle along your reservation for a choice position.

IF YOU WON'T BE EXHIBITING . . .

then it's even more important to make a commanding appearance in the February Artisan. You'll create wide-spread interest among the right people at the right time for successful results in 1957.

AMERICAN ARTISAN

KEENEY PUBLISHING CO. AIR CONDITIONING HEADQUARTERS

6 N. Michigan, Chicago

top 10 states are California, Michigan, New York, Pennsylvania, Ohio, Wisconsin, Washington, Virginia, Illinois and Oregon. In resident hunting licenses Michigan is first. Meanwhile, Texas leads in duck stamps, Wisconsin in number of trap clubs, and California in skeet clubs.

Winchester's maps show *big game* still ranging all but five states: Connecticut, Illinois, Indiana, Kansas and Rhode Island.

Longer leisure, larger income and facilities for going farther faster, all speed the trend. So do such factors as the experience with firearms of city boys in military service. So does "education" in a lot of ways, at a lot of levels. A main occupation of every shooter seems to be to convert other men to shooting. Conversion to the cult is in itself a tribute. Winchesterites say, "If you're good enough to hunt with, you're all right."

Still the stuff has to be *sold*. Winchester must harness the efforts of 1,000 direct or wholesale accounts and about 100,000 retail stores.

One new stimulant is the first time-payment plan in the sporting gun industry. "Shoot now, pay later," says Winchester. The customer puts down 10% or more and pays the balance up to 20 months. While the "paper" is handled for retailers by a finance company, Olin Mathieson guarantees their full payment. The plan is now offered, Boone reports, by more than 35,000 retail outlets. "Most of these also are the stores which do the bulk of our business. Some of them like it so much they are now trying to handle time payments on their own!"

W. Miller Hurley, v-p and general manager of Winchester-Western, recently told his New Haven people that, while ammunition-making has been consolidated at East Alton, Ill., the Connecticut plant (one unit of which dates back to 1870) will be modernized to produce "a whole new line of guns" by low-cost production



DISTAFF SHOOTER: The lady probably won't crawl into a duck blind in this rig. But she personifies the fact that quite a few women go gunning.

methods. New Haven also has become the site of a corporate nuclear fuel pilot operation. And new technical division there will serve the Western brass mills and the Aluminum and Nuclear Fuels Divisions.

The new line of guns, will be based on detailed study of 18,000 manufacturing operations and thorough consumer analysis.

Under Jack Boone, the men who call the sales shots today, and who are helping to set the sights for tomorrow, include G. M. Davis, adviser on sales; William H. Dittmann, assistant sales manager; and Vincent J. Tiefenbrunn, shooting promotion manager, and Ray Holmes, director of research. Field responsibilities are now shared with four regional managers—at New Haven, East Alton, Atlanta and San Francisco. (Until last year the 14 division managers reported direct to

Sales Manager Boone.)

Canada is regarded as part of the "domestic" market. Territorial salesmen in northern states work into the Dominion—which, Boone says, is today "a market of about the same size as Ohio." (Ohio has some 650,000 hunting-license holders.) Although Winchester sells around the world, Boone regards the International Division as "a modest customer."

Among direct customers in the U. S. and Canada, 40% are hardware distributors and the rest sporting goods and, especially in the South, grocery distributors; also mail order houses and "national syndicates," such as Western Auto Supply.

Largest group among the 129,000 on Winchester's retail mailing list are 52,000 hardware stores. Then come sporting goods and "general" stores. But the broad and penetrating distribution, particularly for cartridges, includes grocery stores and gasoline stations. Some jewelers now sell guns.

Thirty-five percent of wholesale accounts now represent 90% of Winchester's dollar volume. Each of these last year did \$25,000 or more in its products. (One customer bought 13 carloads of cartridges.) . . . Jack Boone urges his men to *concentrate* on the \$25,000-and-up accounts; to cultivate the 116 who bought from \$15,000 to \$24,000, and "let our competitors have the rest!"

Winchester divides retailers into four groups, and shows distributors' salesmen how to make the most of the better ones. A *key dealer* is one who carries a complete line of firearms; sells 25,000 shot shells or more annually; does at least \$1,500 in Winchester and at least \$2,000 in all firearms, and is regarded as "sporting goods headquarters" for his community.

Boone and his people believe that the sales process should prove profitable for all who work with them. Distributor margins on Winchester



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ahead of last year — an increase of 69.5%

112 New Advertisers in 1957

For the first time you can reach this important specifying group in a publication aimed exclusively at the consulting engineer.

Let us tell you about our magazine and its services

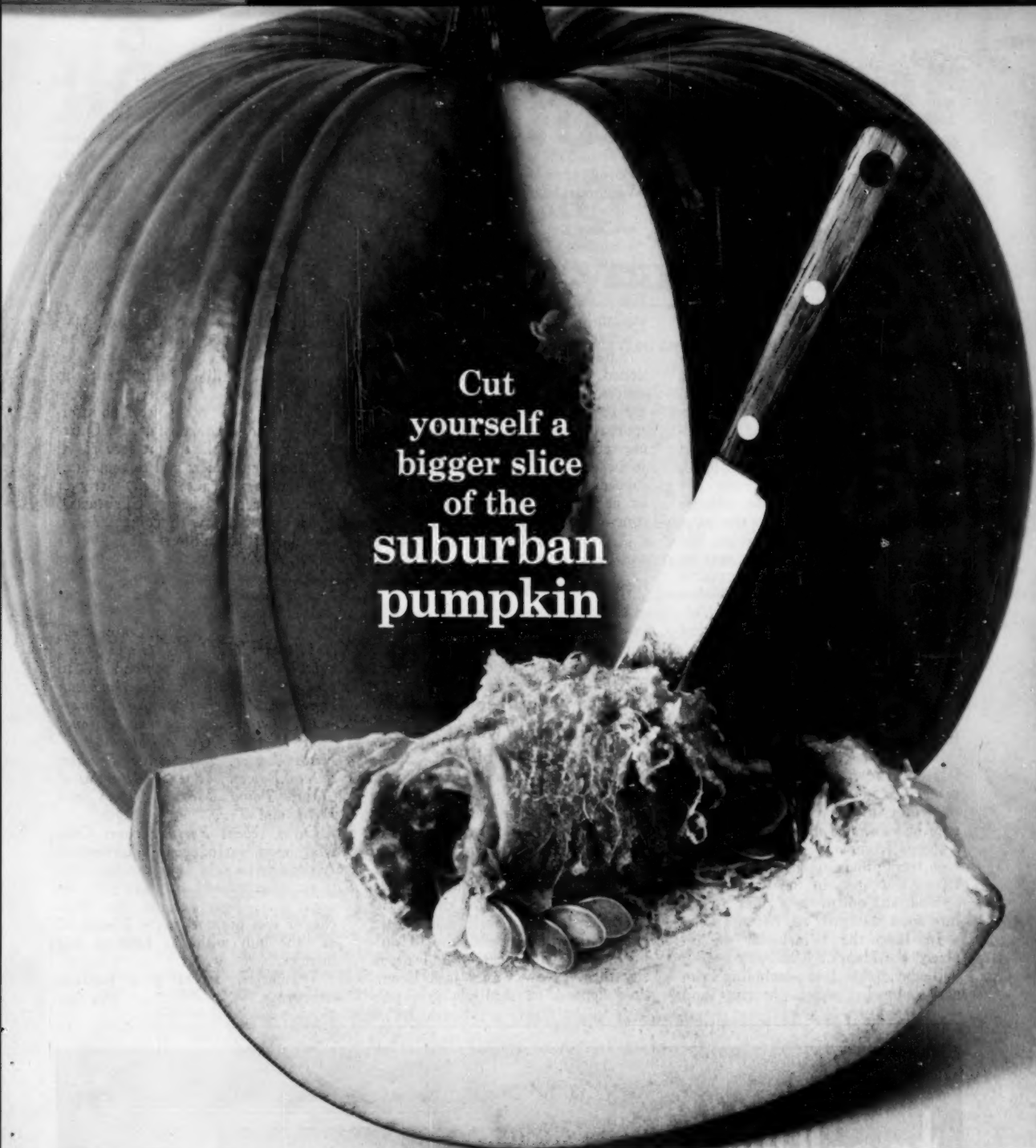
CONSULTING ENGINEER

The Consulting Engineer's Professional Magazine

227 Wayne St.

St. Joseph, Michigan





Cut
yourself a
bigger slice
of the
suburban
pumpkin

**Woman's Day suburban
concentration gives you
an important edge**

If you want to do more business in the suburbs, the magazine that can do a job for you is WOMAN'S DAY. Look at these figures and you'll see why: *In the 22 big metropolitan*

markets that gross over a billion dollars in sales, WOMAN'S DAY gives you a higher percentage of suburban circulation than any of the other four senior women's service books. This is a direct result of WOMAN'S DAY's unique method of distribution. WOMAN'S DAY is sold only in the A&P to A&P shoppers (100% single-*

*copy voluntary sales). As the A&P opens supermarket after supermarket in the suburbs, WOMAN'S DAY automatically goes along. For getting your story across to the suburban woman who holds the purse strings, you can't find a more efficient medium than WOMAN'S DAY. *Sales Management*

woman's day
the A&P magazine



guns average 17½%, and dealer margins 23.6% on guns and 25% on ammunition. For more than a half century Winchester has sought to maintain resale prices, and since 1941 it has sold under Fair Trade.

And Winchester intends to stick to its guns.

The business was built on guns, and the sale of guns through distributors. It was shot to pieces in the '20's when efforts to stem declining volume led Winchester into selling—and direct to retailers—products ranging from ice-boxes, lawn mowers and washing machines to paints, pie plates and tools. In the last quarter century, the business has been brought back on guns. Three lines, however, that were introduced in the full flush of “diversification”—flashlights, batteries and roller skates—continue to be sold. A good gun salesman may prefer not to have it known that he handles roller skates. But such is the case.

Winchester is either 90 or 100 years old. One founding date may be 1856, when a New Haven shirtmaker and financier named Oliver Fisher Winchester became president of Volcanic Repeating Arms Co. Another may be 1866, when its successor, New Haven Arms Co., became Winchester Repeating Arms Co. These dates were 36 or 26 years before Olin Industries and Mathieson Chemical Co. both happened to get their start in 1892.

By 1860, with Winchester himself sparking sales, the annual volume reached \$25,000. The gun was called the Henry for one B. Tyler Henry, who had assigned his patent to Winchester's company. Newspaper ads soon were proclaiming it as “the most effective weapon in the world. . . . Armed with one of these rifles, a resolute man CANNOT BE CAPTURED.”

In 1866 the Winchester 66 replaced the Henry.

Today, the line—including rim and center-fire rifles, shotguns and

one “saluting” cannon—embraces 26 models of 187 symbolized firearms. Although in the last three decades the ammunition line has been cut from 4,500 to 536, it still covers 280 items bearing the Western and 256 the Winchester brand.

By 1875 Oliver Winchester could announce that his guns not only were “a household necessity in our western plains and mountains,” but “have found their way into every country.” They were also becoming military equipment from Peru and Prussia to Turkey.

Sales direct to retailers were abandoned. “Missionaries” called on retailers, but jobbers did the selling. By 1880, supported by advertising in sporting and hardware journals, Winchester was striving to maintain jobber-to-retailer prices; to have all jobbers handle Winchester exclusively or at least “preferentially,” and to concentrate on large jobbers.

New “Sporting Market”

From a depression bottom of 7,200 in 1874 Winchester's gun sales climbed steadily to a record peacetime mark of 346,000 units in 1906. During the four years of World War I the volume of sporting guns declined but Winchester turned out 800,000 service rifles. In 1919 “sporting” sales reached 305,000—but in the next decade averaged less than half that figure. And in 1931, when Olin's Western Cartridge Co. took over, the volume was 113,000—less than one-third of what it had been a quarter century before.

Although today Winchester is selling 25% more firearms than in its 1906 heyday, the shell end of the business is still somewhat shot. Hunting was a wider career and necessity then. “Now,” says Jack Boone, “we depend on multiple gun pur-

chases and two boxes of shells per man!”

World War II brought Winchester back into big business. Dropping all commercial production, the outfit turned out for Uncle Sam nearly 1.5 million firearms, 15 billion rounds of ammunition, billions of pounds of explosives and other things. Employment at various plants reached 61,685. (All Olin Mathieson today employs only 45,000.)

Now Winchester is at work again, strengthening a new “sporting market” and seeking and training tomorrow's marksmen.

The \$1.5 million being spent this year for “promotion” purposes divides into thirds, for “literature,” point-of-purchase and advertising. . . . Quarterly P-o-P displays, sent free to all wholesale customers and to thousands of retailers, cause itchy trigger fingers, especially before Christmas.

In magazines with combined circulation of 15 million—through D'Arcy Advertising Co.—Winchester will make this year a half-billion “impressions.” “We build our advertising on the outdoor books,” Jack Boone explains. (“Basic” are *Field and Stream*, *Outdoor Life* and *Sports Afield*.) “and then extend it to others.” The list includes *American Rifleman*, *Argosy*, *Boys' Life*, *Camping*, *Collier's*, *Farm Journal*, *National Camp Directors' Guide*, *Police Chiefs' News Letter*, *Progressive Farmer*, *Skeet Review*, *Sports Illustrated*, *Time*, *Town Journal*, *Trap and Field*, and *True*.

On a recent *Fortune* cover Olin Mathieson introduced Winchester's African game rifle and cartridge. The illustration showed a hunter with his dogs. . . . Four decades ago Winchester was promoting the Model 12 as “the gun with the hunting dog instinct.”

Winchester scents good hunting tomorrow.

The End

to sell RURAL MISSOURI

use the

PUBLISHED BY CAPPER PUBLICATIONS—LARGEST AGRICULTURAL PRESS IN THE WORLD
Sales Offices: New York, Cleveland, Chicago, Topeka, Los Angeles and San Francisco

Missouri Ruralist

HOW CAN YOU BE SURE

your advertising is reaching the plant men you want?

There is no possible way any *ordinary* circulation method can assure you of constant coverage of the plant men who are *known* to specify and buy... throughout industry — no *ordinary* method can get your advertising to new buying power as it appears... can avoid wasting your advertising on those who have vanished from the buying scene.

Subscription salesmen can't do it—

Subscription mailings can't do it—

Ordinary list-building methods can't do it.

But there is a sure, practical way to get you the coverage you want of the plant operating men who have the authority to specify, to buy, to initiate requisitions—the way industrial sales managers do it.

MILL AND FACTORY builds and maintains its circulation through 1,724 industrial salesmen who can personally identify and enter the subscriptions for the men they must sell... who personally cancel the subscriptions of those who no longer have the power to buy... not at the end of a subscription term of one, two or three years, but with the very next issue of MILL AND FACTORY.

These 1,724 salesmen call on the approximately 28,000 plants that are estimated to account for 75% of industry's buying power. It averages out to about 20 plants per man. The subscription canvasser must cover hundreds of plants to make a living; he can't afford to call on any one plant more than once a year, at the most—he just doesn't have the time to study each plant's individual buying pattern. But the industrial salesmen, because of their concentration at the local level, know these plants—and, at any given time, the men in them, regardless of title, who can specify and buy. MILL AND FACTORY has more of these salesmen in Michigan and Ohio alone, than any other business publication has circulation men in the entire United States.

These 1,724 salesmen are employed by 145 leading industrial distributor organizations and regardless of your method of sales representation,

these salesmen identify and sell the men who must be sold on your product—whether they specify, buy, or influence the purchase of a product.

The distributor has a stake in seeing that MILL AND FACTORY reaches the right men, because he pays for each and every subscription in his territory with his own hard cash. In return he gets a signed ad on the back cover and a product insert ad of his choice in each issue. This can only pay off for the distributor when MILL AND FACTORY gets to the men he sells—the men you must sell.

coverage, sure; but do they read?

MILL AND FACTORY gets to the men who count, but that's not all you want. You want *readers*.

That's why MILL AND FACTORY employs its own Reader Certification System to see to it that MILL AND FACTORY continues to go only to those who say they read it and want to keep on reading it. This Reader Certification System is a very costly operation that goes far beyond BPA's "verification" requirements—every single reader is regularly asked if he reads it and wants it, insuring 100% readership certification.

There is one practical way you can be sure your advertising reaches the men who can say "Yes" or "No" and make it stick...who are known to be the important men today...who are known to read the publication that carries your advertising...MILL AND FACTORY.

Mill & Factory reaches the men,
regardless of title,
your salesmen must see to sell.



Mill & Factory

NEP BPA

A CONOVER-MAST PUBLICATION
205 East 42nd Street, New York 17, N. Y.

PRE-CALCULATED PRICES:

Now the distributor salesman runs his eye down the quantities to find the correct price for Cleveland Cap Screw products.

Under the discarded but still widely used industry system of list minus discount prices, the salesman would have to (1) look up list price and write it on the order pad, (2) look up schedule of discounts, (3) look up discount which applies to product and quantity of product ordered, and (4) calculate net price by multiplying list price by discount percentage, then subtracting total from list price.



Net Pricing Gains New Recruits

Is the list price, minus discounts, which makes it easy for the manufacturer to change prices, on the way out because it confuses distributor salesmen as well as end-users?

Industrial consumers are now beginning to get the kind of break individual consumers have demanded and obtained.

The list price system, with its discounts, is giving way to a net pricing system.

Jobbers and end-users who buy hexagon head cap screws, for example, from The Cleveland Cap Screw Co., Cleveland, now can save 10% of the time they formerly devoted to computing the real price from the typical industry list price minus discounts pricing system.

But the biggest discovery being made by industrial manufacturers who sell their products to distributors, jobbers and wholesalers is that net pricing has this major advantage: It lowers the sales resistance of distributor salesmen in their day-to-day contacts.

Says George A. Gade, vice-president, Standard Pressed Steel Co., Jenkintown, Pa., maker of precision threaded fasteners and related products and pressed steel shop equipment:

"A salesman tends to sell more of the products the pricing of which he understands thoroughly. You can hardly blame the salesman if your pricing system is so complex that he hesitates to give a price when asked and calls his home office before quoting. Nor can you blame him if, under the pressure of closing a sale, he makes an error in a long series of calculations and later must change the price he originally quoted."

Gade recognizes that many products do not lend themselves to net pricing but favors the system for the fastener industry, not only from the salesman's point of view but because it benefits customers and manufacturers as well.

Another fastener industry executive who favors net pricing is Henry G. Dacey, general sales manager, Cleveland Cap Screw.

Dacey's is the first company in the hex head cap screw industry to establish a schedule of net pricing. He takes the view that jobbers and end-users will save more than 10% of their fastener pricing time.

"For many months," says Dacey, "we have felt that our customers, faced with mounting administration costs, would welcome any innovation to reduce the ever increasing paperwork burden that our complicated economy thrusts upon us all."

"Here is a positive approach in the form of net prices on all our standard products which are based on current costs of steel and labor."

Along with publication of its net-pricing catalog (prices were effective September 4), Cleveland Cap offered for the first time a cash discount of 2% for payment of invoices within 10 days. Standard Pressed Steel offers a similar discount.

Noting that list price is a "fictitious price which no one pays," Gade points to savings which can result for each participant when net pricing is used:

Any customer with a catalog of current prices can determine what he will have to pay for a product in any given quantity by looking it up in the catalog and adding the cost of freight. If he doesn't have a current catalog, he can call his distributor with the assurance that almost anyone who picks up the telephone will be able to give him an accurate price without delay.

Each distributor can offer quick, accurate prices to his customers and can rely on relatively inexperienced employees to give quotations, a job

HOW TO GET A BIGGER BITE OUT OF A SWEET BUSINESS



Some 15 years ago a family of imaginative Viennese candy-makers opened the first Barton's Bonbonniere candy shop in New York City.

Seven years later, Barton's spent its first dollar for newspaper advertising, a small ad in The New York Times announcing the opening of its 13th store.

And since that first ad appeared in The New York Times in 1947, The Times has—year after year—carried the bulk of Barton's advertising. In 1955, The Times carried twice as much Barton's advertising as all other New York newspapers combined.

"The backbone of Barton's advertising since we placed our first ad has been The New York Times," says Barton's President Stephen Klein. "What a tremendous influence this paper has been in building our prestige reputation in the Metropolitan New York area.

"And at the same time, the large circulation of The Times outside New York has created a hand-picked quality market of waiting customers."

Barton's success in The New York Times means simply this for you. The Times delivers to its advertisers a uniquely receptive audience. It's a growing audience of hundreds of thousands of families who look to The New York Times for *buying information*, who "shop" The New York Times as they do no other medium.

Because readers get more out of The New York Times, advertisers do too. See for yourself. Try it yourself.

The New York Times

"All the News That's Fit to Print"

FOR 37 YEARS FIRST IN ADVERTISING IN THE WORLD'S FIRST MARKET

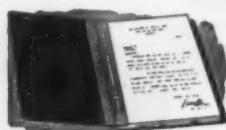


CATALOGS Should Be PRACTICAL

Loose-Leaf—for easy addition or deletion of pages. **Durable**—because they get a lot of handling. **Flat stacking**—for neat desk piles. **Flat opening**—for easy handling and readability. **Expandable**—for additions of possibly bulky material. **Economical**—because quantities run into money.

This all adds up to Accopress Binders for your catalog covers. They give your catalogs all the above advantages—plus all the appeal you can build into a cover with color, embossing or printing.

Write us your needs, or ask your stationer to show you the complete Acco line for keeping papers together in every department of your business.



The Accopress Binder combines loose leaf convenience, large capacity and economy. Ideal for Catalog Covers. . .

When transfer time comes just slip the bound papers from the Accobind Folder, insert a new Acco Fastener and the Folder is ready for another year's filing.



ACCOBIND folders
ACCOPRESS binders
PIN-PRONG binders

(for marginal multiple punched forms)

ACCO clamps
ACCO punches

THE ACCOWAY SYSTEM

(for filing Blueprints and all large sheets)

and other filing supplies

ACCO PRODUCTS, INC.

Ogdensburg, New York

In Canada: Acco Canadian Co., Ltd., Toronto

which formerly could be done only by trained and experienced employees. Because SPS publishes two price lists under the net pricing system—Consumer Net and Distributor Net—the distributor can quickly calculate his profit on any sale simply by subtracting two printed prices. His salesmen, inside and outside, are able to rely less on calculated prices and more on printed prices, and thus reduce the number of errors in price quoting.

The manufacturer can save time and reduce the likelihood of errors and complaints in much the same way as his distributors. Because price quoting under net pricing is quicker, it saves the manufacturer time in processing orders and reduces errors by eliminating most of the calculations necessary under the list-discount system.

"Pricing shouldn't be a technical problem," says Gade, "and under the net-pricing system as we've set ours up at SPS it isn't."

To introduce net pricing SPS surveyed a large cross section of its distributors. The survey served two functions: (1) It started the distributors thinking in terms of net pricing and gave many of them time to sell themselves on the idea; (2) it gave SPS insight into the problems which would be encountered in introducing the system, and helped the company to organize the net-pricing system to avoid these problems.

When SPS introduced its net pricing system in the fall of 1953, it sent the new price catalogs to each distributor with a letter pointing out eight costs which would be lowered by net pricing: ordering, pricing, checking, invoicing, accounting, quotation, inventory and error costs.

In addition, care was taken:

1. To make possible complete pricing of each standard product on its own page without any cross reference.

2. To list each diameter for quicker and surer reference than by using a chart form of presentation.

3. To use large, easy-to-read type to eliminate eye strain and personnel fatigue.

4. To eliminate the possibility of pricing errors.

Cleveland Cap Screw, that early last year became a subsidiary of SPS, benefited from the parent company's three years of experience with the new system. When Cleveland issued its net pricing catalog last month, Sales Manager Dacey wrote a letter to jobbers and consumers. In the letter advantages of the new system were pointed out (less paperwork, lower administrative costs), the 2% discount for payment within 10 days was announced. The letter closed with this paragraph:

"This year marks a milestone in our history, our 40th year as a manufacturer of the widest available range of hexagon head cap screws, and the erection and occupancy of the world's most modern facility for their production. You, our good friend, have made this possible and we are genuinely glad to have your business."

In such friendly, straightforward terms two manufacturers shelved the tradition-bound list minus discount price system for the more direct, less costly system of net pricing.

"Net pricing won't work for everyone," says Gade, "but for our business it has been of material aid in the market's two essential activities. It has made products easier to sell and easier to buy."

The End



The Product Goes To Your Head

Milkmen in Beirut, cooks in US armed service mess halls, pickle packers in Pittsburgh . . . they'll all have something in common. For Paperlynen Co., Columbus, O., which makes more than 50,000,000 paper hats each year, says everyone (including the categories above) are wearing paper hats which carry trademarks of famous products. Among them: Coca-Cola, Camel, Life. The hats cost from three to five cents apiece, are comfortable, durable, adjust to various head sizes. The hats are commissioned by advertisers who often order them in lots of hundreds of thousands, then give 'em away.

...a 1956 IOWA BRAND INVENTORY report



80% of Iowa's homemakers — urban and farm — have switched to **cake mixes**

The 1956 Iowa Brand Inventory (now available) shows that the farm wife in Iowa has the same preference for packaged cake mixes as her urban sister. 80.6% of Iowa's farm consumers are cake mix users compared to 81.2% of Iowa's city-town dwellers. This significant similarity is evident in most of the 171 products reported on in the 1956 Iowa Brand Inventory. It points the way to a profitable two-markets-in-one potential for national advertisers. Cake mixes are one example. The three top brands in Iowa are sold to *all* Iowa by consistent advertising in the newspaper that covers all Iowa, the Des Moines Sunday Register.

As to which of the young moderns above makes her home on an Iowa farm—it's hard to tell these days. Urban and ruralites live, and buy, remarkably alike. Together they spend \$3¼ billion a year in retail stores—\$591 million on food alone. And happily, both are equally eager readers of the Des Moines Sunday Register—the newspaper that covers all Iowa better than most metropolitan newspapers cover their city of publication.

Your free copy—1956 Iowa Brand Inventory—is available on request. It shows percent of use by product and brand of items from deodorant to detergent, toothpaste to TV sets from 1950

to 1956—broken down by city-town and rural. Write on your company letterhead to Research Department, Des Moines Register and Tribune, Des Moines 4, Iowa.

DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Circulation: Daily 364,744—Sunday 525,147

Represented by: Scolaro, Meeker and Scott
New York, Chicago,
Detroit, Philadelphia
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Cocoons for Coffee Cups

WHEN YOU MOVE LONG-DISTANCE THE MAYFLOWER WAY

► While we don't keep millions of silk worms to spin silken cocoons for breakables, we do have hundreds of skilled packers who know how to fashion safe "cocoons" from carefully selected packing materials to protect the most fragile pieces! In fact Mayflower packing service has been scientifically developed, both in materials and methods, into approved, standardized procedures. These requirements are published in the Mayflower Packing Manual, called "Pack with Pride," for all to follow. The manual is the guide, and the title the watchword for the finest packing service you can get for the people you move long-distance. Call Mayflower for moves which are "Packed with Pride"! Your Mayflower agent is eager to serve you.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS

Mayflower Service is available through selected warehouse agents throughout the United States and Canada. Your local Mayflower agent is listed under Moving in the classified section of your telephone directory.



America's Finest Long-Distance Moving Service

EXECUTIVE SHIFTS IN THE SALES WORLD

American Safety Razor Corp. . . .

Jay S. Salamon to sales manager.

The Aro Equipment Corp. . . .

Gene R. Voigt to sales manager, Air Tool Division.

Bendix-Westinghouse Automotive Air Brake Co. . . .

Donald J. Wood to general sales manager, Evansville Division.

Benson-Funk, Inc. . . .

L. C. Johnston to v-p, director of company and sales manager, Mechanical Division.

Brunner Manufacturing Co. . . .

Wallace J. Hoeing to sales manager.

Hamilton Metal Products Co. . . .

William F. Babcock to general sales manager.

Walter Kidde & Co., Inc. . . .

Truman Young to advertising and sales promotion manager.

National Broadcasting Co. . . .

Two new v-p's: William R. Goodbeart, Jr., NBC Television Network Sales, and William K. McDaniel, NBC Radio Network Sales.

Pittsburgh Tube Co. . . .

William K. Hahn, Jr., to president.

H. K. Porter Co., Inc. . . .

Sam Gurley, Jr. to v-p, sales.

Royal McBee Corp. . . .

H. C. Davis to v-p, marketing.

masonry building

singularly different . . .

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

5 So. Wabash, Chicago 3

SALES MANAGEMENT



How Short Is Long?

Times change and styles change. Markets and media change, too. That's why our three media claims analysts are scouring Pittsburgh for the reasons behind the great lineage surge of the Post-Gazette. Three reasons, they point out, are basic: high reader acceptance, broad market coverage and low cost. Why not put all three to work for your products in the \$3 billion plus Pittsburgh market. Find out for yourself why

Something HAS Happened in Pittsburgh!

Pittsburgh Post-Gazette

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT



Clean-Up in Appliance Service Mess

Who is doing what to provide the kind of maintenance and repair people expect today on their de luxe appliances, willingly bought at high prices? Will manufacturers use better service as a superior competitive appeal in '57?

BY GRANT JEFFERY

In desperation, Mrs. Mathilde Matano, Brooklyn housewife, recently wheeled her General Electric table TV set to an appliance service store in her family's one vehicle—the baby carriage. She tried not to think of the sign: "Estimates \$5," with the small print reading, "deductible from total repair charge. Not refundable if no work done."

"We bought a service policy," she told the salesclerk, "but we couldn't afford the \$90 complete year's coverage and our partial policy never seemed to cover what went wrong. The store where we got this wouldn't accept any complaints. They said the service people were a separate outfit."

In almost no time a technician inspected the set. His verdict, "The new parts will bring it to \$65."

"What!" she almost screamed.

Told "that'll be \$5 for the checkup, then, but the set's useless the way it is," she flung over her shoulder, "You can keep it."

Mentally, Mrs. Matano rounded up a police line-up of villains. First was the switchboard girl at the New York office of the set's manufacturer, who would not put her through to anyone in authority when the trouble first began. "This is only a sales office," she had stoutly maintained, (This policy was changed July 1. Complaints are now accepted.)

In answer to such a tale of woe, the trade points out, with all the sympathy it can muster, that the customer will somehow have to learn the art of survival. Suppliers are doing what they can, but in the words of Ralph J. Schindler, customer service supervisor, Sears, Roebuck & Co., "Customers had better learn to live with today's appliances because tomorrow's appliances will be even more complex—waterless dish and clothes washers, for instance."

A common industry sentiment is voiced by Frank A. Ballman, general sales manager, Norris-Thermador

Corp., when he says, "I realize that a satisfied user can become a good salesman, and a dissatisfied user could influence many people not to use a product." He adds that Norris, in common with other manufacturers who sell through distributors, ordinarily backs up products with a one-year warranty, whereby parts are replaced on a "no charge" basis. Labor and actual service costs are borne by the distributor. A good distributor recognizes the importance of service and, consequently, maintains his own service department. If he does not have his own service department, he establishes a contract with an appliance service station in a community to handle service on all the products he sells.

On the consumers' side, Mrs. Jean L. Whitehill, Consumers Union spokesman, terms appliance maintenance and service problems "a big headache," and reports a constant stream of letters from *Consumer Reports* readers "who complain about tardy and unsatisfactory servicing and indifferent, uncooperative servicemen." As a result, the union warns readers, "the availability of good service may therefore be as important a consideration as high position in *Consumer Reports* ratings."

The volume of such charges appearing in *Ladies' Home Journal*, *The Wall Street Journal* and other media, indicates, as *Electrical Merchandising*



Some sales executives must feel like the farmer who, when offered a book on "BETTER FARMING," said "Heck, I haven't even got time to farm as well as I know how to now!"

So maybe there's some merit in the thought that the busy sales executive might be able to get *better* results out of the time he's got by putting the practitioners of "Ditch-Digging" Advertising on his team . . .

because "Ditch-Digging" Advertising procedures can help reduce the guesswork that sometimes impairs results. Like this:

1. We find out the viewpoints, prejudices, and confusions that cloak your product in the minds of your potential customers. We find out *why* your customers and prospects feel as they do.
2. Then, and only then, we determine the best advertising approaches and appeals best calculated to improve the viewpoints and reduce the confusions that obstruct low-cost selling.

This agency is equipped to work with any sales executive who wants to make sure his advertising theme is right, but doesn't have time to do it himself! If you'd like to see how "Ditch-Digging" Advertising procedures have done this for other sales executives, just let us know where and when.

The Schuyler Hopper Co.

12 East 41st St., New York 17, N. Y. • LExington 2-3135



"EXPERIENCED IN THE REDUCTION OF
GUESSWORK IN ADVERTISING & SELLING"

It's 2 to 1..

in fast-service
eating places,
twice-the-turnover
per seat means...

MORE Meals
MORE Sales
MORE Profits

NO MATTER WHAT YOU CALL THEM

Coffee Shops
Confectionery Stores
Counter Restaurants
Department Stores
Diners
Drive-Ins
Drug Stores
Fountains
Industrial Cafeterias
Luncheonettes
Sandwich Shops
Variety Stores

NO MATTER WHERE YOU FIND THEM

Airports
Bus Terminals
Railroad Stations
Main Streets
Main Highways
In Industry

THEY ALL HAVE

ONE THING IN COMMON —

FAST SERVICE

To effectively reach this
specialized market specify
FAST FOOD
for an advertising schedule

FAST FOOD

the magazine serving counter
and fountain restaurants

386 FOURTH AVE.
NEW YORK 16, N. Y.



pointed out last month, that "something must be done about service."

Despite this neglect, few would quarrel with the theory stated by Robert S. Geran, general service manager, Kelvinator Division of American Motors Corp., that "users' satisfaction with an appliance is a most important initial objective in the battle for future sales." He adds, "More than 50% of new Kelvinator purchases for replacement of an older refrigerator are repeat orders for Kelvinators as a result of satisfactory performance of an earlier model."

Consumers now expect a great deal of their appliances because they are buying top-quality, top-price models in increasing numbers, *Electrical Merchandising* notes. "Many make some personal sacrifice to buy the best. They hope extras in the way of automatic features will be of use to them. Naturally they are impatient when a highly-touted product doesn't work."

The appliance sales "pie" in which manufacturers strive to increase their wedges is rapidly gaining in size, according to Parker H. Ericksen, executive vice-president of Crosley & Bendix Home Appliance Divisions, Avco Manufacturing Corp. He predicts a 1965 sales total of 50 million major appliances compared to sales of some 30 million this year.

Service Major Fault

Problems to be faced by the trade if this "golden decade" is to come true include headaches prevalent in many branches of industry: profitable operation at acceptable prices, manpower, and decentralization, or its opposite. But from all accounts it is in the field of service and customer relations that the major difficulties lie. By the same token, this area offers perhaps the best competitive opportunities to the first firms to emerge from the service morass.

S. R. Payne, general service manager, The Maytag Co., sees "after-the-sale amnesia" as manufacturers' major failing in consumer relations. "The saying that the sale is not complete until the customer is satisfied is nowhere truer than in the appliance field," he comments. "This is not only a matter of providing needed services but of education that will facilitate cooperation between consumers and the various companies in the line of supply."

Both Maytag and Avco find that there is a do-it-yourself consumer type who needs to be sold on accepting available services. A spokesman for the Crosley & Bendix Home Appliances Divisions says, "We even

get instances where shipping brackets are left on in error and customers install their own machines. They then complain that such a unit is too noisy. Through failure to follow instructions, they occasionally reverse the hot and cold water connections and cannot understand the resulting intake mix-up.

"Purchasers are warned against using more than the maximum allowable drainpipe footage. Yet we find instances where garden hoses are attached to carry waste water to plants. The customer wonders why drainage takes so long. Also, in moving or resale of our Bendix Duomatic washer-dryer, we find it is hooked sometimes to a 110-volt line instead of the required 220-volt circuit. This means a prompt call for service because of the resultant length of drying time."

Maintenance Rates Second

Henry Dreyfuss, industrial designer, places ease of maintenance second in a hierarchy of design factors headed by utility and safety and followed by cost, sales appeal and appearance. "If the point of contact between product and consumer becomes a point of friction, then a great deal of marketing effort is simply bumping into a stone wall. Making certain that this does not happen outweighs even such vital design factors as good taste and originality," he declares. Examples of "frictionless" home items on which he acted as consultant include a Tap Lite wall switch developed by Minneapolis-Honeywell Regulator Co. A tap on a two-inch knob activates or deactivates an appliance or fixture, the clear plastic back plate slips on or off without screws to permit insertion of a decorative fabric or paper and to give access to wiring which is connected to the switch by enclosed clips, similar to spring clothespins.

As further examples of easy-service ideas that might be incorporated in major appliances, Dreyfuss points to two clients' products in which the entire works are attached to a removable base or back. This assembly comes out with the removal of one screw in the case of some E. Ingraham Co. clocks. Two screws release the mechanisms of new Bell Telephone Laboratories, Inc., cradle sets.

The hidden cost of poor product servicing can extend throughout an appliance firm's corporate structure, points out the Corporate Publications, Inc., stock traders' service. It sees a pattern developing in the television industry which should speedily find echoes in other heavily promoted

"do-it-yourself"
with Cummins plastic binding... it's

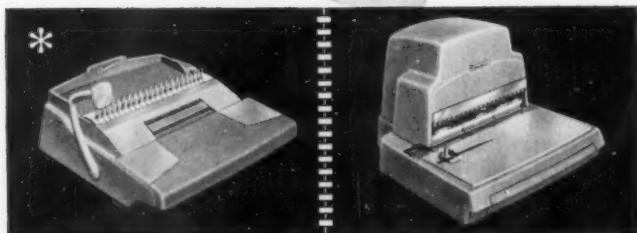
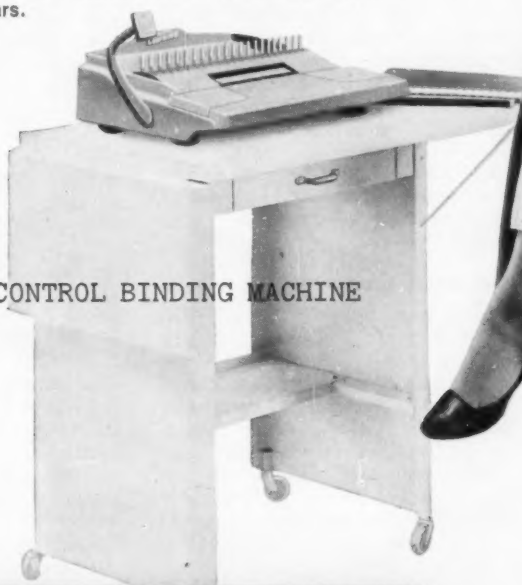
Bound

to make an impression!

Now anyone can easily plastic-bind reports, presentations, and sales material right in the office . . . and get that professionally-bound appearance and utility for added sales appeal, maximum readership, and longer life. Pages are easy to turn, lie flat, look better, invite use, command attention. Safe, easy-to-set Cummins Plastic Binding and Punching Machines are styled and built to the highest Cummins standards. Cummins plastic bindings are available with popular ring centers and diameters in a choice of ten smart colors. For any number of copies—one, ten, or a thousand books—make sure they're bound to make an impression . . . with Cummins, the nation's leader in paper punching equipment for more than 70 years.



* FINGER TIP CONTROL BINDING MACHINE



Binding made easier and faster. Dual automatic release plates . . . convenient feed tray built-in for plastic bindings . . . quick dial setting . . . new, moderately priced for every office budget.

DESK-ELECTRIC PUNCH
Eliminates "bottleneck" of hand punching. Increases speed of entire plastic binding process with a fraction of the effort. Performance guaranteed.

Cummins
IN BUSINESS AND BANKS SINCE 1887

Cummins-Chicago Corporation
4740 N. Ravenswood Avenue
Chicago 40, Illinois



Send for informative booklet fully describing Cummins new plastic binding and high speed equipment.

"Imagine my photo
in the Roto, right
next to your ad!"



Photos that get double-takes! Ads that get action on the double! That's what **you** get in the Roto section of the Chicago Daily News big Weekend Triple Streak Edition. News circulation goes **up** on Saturday, a phenomenon in itself, and the figure hits over 607,000. Daily News Roto is famous for fine-screen reproduction... ideal for "impulse" response, quick 'phone and mail orders. Retail Roto ad lineage during 1955 rose to 625,599... over 460,000 **more** than the next highest in Chicago. Remember, the Daily News **goes home** and the Triple Streak gives you the largest Saturday circulation of any evening newspaper in the U.S. Who'd want better proof that—

**The CHICAGO DAILY NEWS
HITS HOME**

electric appliance categories.

Six important manufacturers of television receivers have disappeared from the field through merger or sale of their TV facilities to concentrate on other lines. The difficulties are those of a market more than three-quarters saturated, with inadequate color programming to sell masses of color sets complicated by much abstention from purchase of black and white sets to wait for cheaper color. The investment advisor service looks for the strongest survivors among firms that have won powerful competitive positions in consumers' hearts.

At least until its recent promotion of service in *Life* and other media, General Electric Co. appears to have reflected in its financial picture the impact of consumer disappointment with servicing. Estimated net of \$2.45 a share for this year is only moderately above the \$1.50 to \$2 level of the 1950 period. Its current dividend of \$2 is characterized by Corporate Publications as representing too substantial a percentage of payout for a growth company. At its price of \$60 a share the firm seems to be capitalizing on earnings that still lie ahead. The spread between G-E stock selling at 27 times the average of its earnings in the last five years and Westinghouse Electric Corporation's selling at 15 times its comparable five-year figure should narrow as confidence in Westinghouse is restored.

Consumer Excitement

The picture is not radically different in other appliance firms. The earnings of Admiral Corp. and Philco Corp. are down. Some recovery is predicted by officials as the year draws to a close. But nowhere in the industry is there manifest any consumer excitement such as an announcement of the nation's first highly competitive service program might well generate.

Perhaps the closest approximation of such a move has come from G-E. Recently the company announced the setting of minimum standards to be observed by distributors' and dealers' repairmen. Except in such peak periods as the height of Christmas food preparation and the reactivation of heating and other appliances after Labor Day, a serviceman must arrive within six hours of an emergency call or two days of any other call. Waiver of these limits for "peak periods" can only be practiced during four weeks each year.

All operating parts for which more than four calls have been received in a year must be stocked by distributors. They must be shipped to

dealers within one day of receipt of orders. Unstocked parts will be rushed air mail or air express by G-E and the distributor must order them by wire or telephone.

At four plants in Ohio and Indiana G-E is experimenting with repair and servicing of appliances in the factories—a departure from a long-standing company tradition. A. F. Vinson, vice-president, Manufacturing Services Division, points out that service operations are often considered as not paying their way because of the long-range, rather intangible nature of results.

Director, Consumer Relations

Evidence of Radio Corporation of America's view on the importance of consumer relations in marketing was shown in the firm's recent acquisition of Whirlpool-Seeger Corp. Austin (Russ) Rising, Whirlpool's vice-president in charge of sales, was advanced to a new corporate post of director of consumer relations.

Where many electric appliance manufacturers have been slow to see the competitive possibilities in developing an outstanding service program, gas appliance makers have frequently been more alert to the situation. Jess Kellner, appliance service manager, Servel, Inc., gives credit particularly to the solid cooperation of the utilities such as Brooklyn Union Gas Co. "Even in states where utilities are not allowed to merchandise appliances, they do a terrific educational job through their home economists and demonstration rooms."

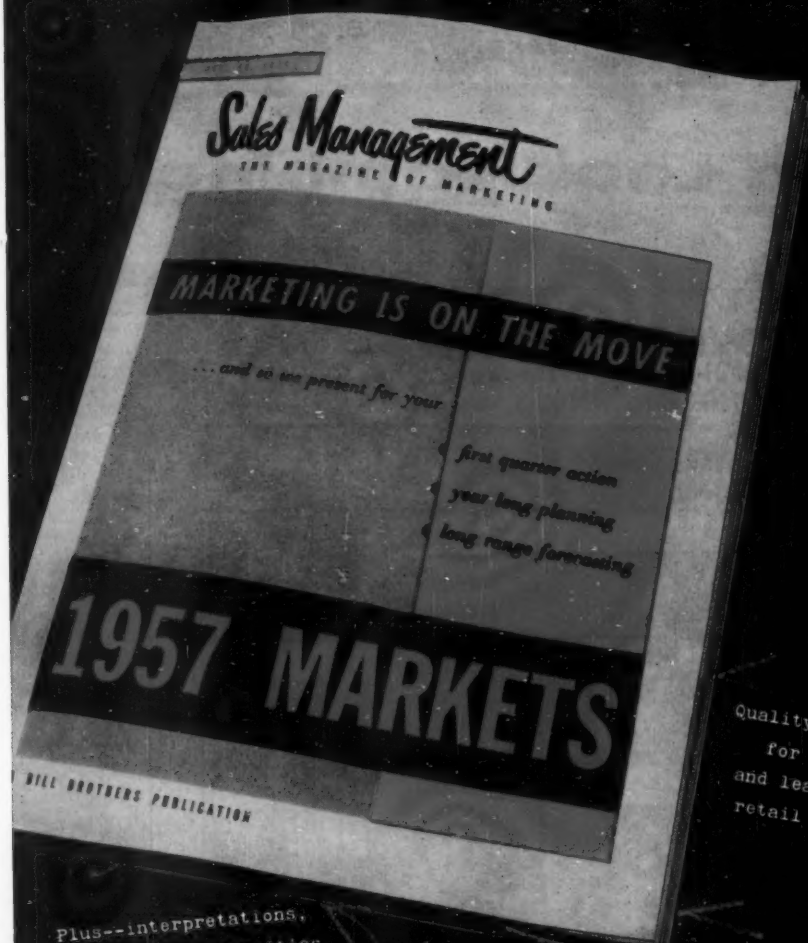
Although there have been consumer complaints against "cheap ranges that have to be almost totally dismantled to change the pilot light," Kellner declares that this is far from true in the case of Servel and other leading lines. He feels that the gas appliance industry might do well to go even further than it has in pointing out the simplicity and relatively easy maintenance of gas operation.

As early as 1946, another related industry began outstripping electric appliance makers in profiting from the service situation. In Indianapolis, the sales manager of P. R. Mallory & Co., electronics manufacturer, saw the need for radio-TV how-to-do-it books. At 49, he mortgaged everything he owned for \$25,000 and formed his own firm, Howard W. Sams & Co., of which he is now chairman. The company's "Photo-fact" courses have won national acceptance. Its 1956 annual report, just released, shows a gross of nearly \$4 million and net profits, after taxes, of \$174,049.

The End

on November 10

A NEW METHOD OF MARKET MEASUREMENT



Now... measure **quality** of Metropolitan Area markets and leading cities against 18 different marketing factors relate precisely ability of people to buy and actual performance. SALES MANAGEMENT is first to develop this new concept of market analysis. to be published as the dominant feature of the annual November 10 issue... for all 262 Metro Areas... for cities within Metro Areas with 1955 retail sales of \$50 million or more.

Quality of Market Indexes
for all Metro Areas
and leading cities for 9
retail sales components

Plus--interpretations,
forecasts, by authorities
in fields of market research,
economics, motivation

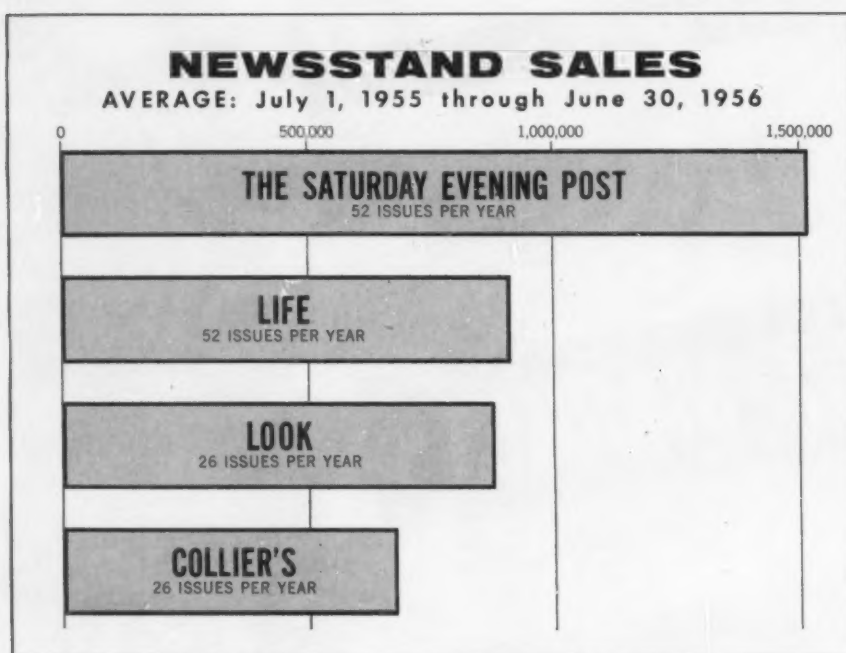
Ranking of all Metro
Areas, leading cities, in
each of 18 different
Quality of Market Indexes

Quality of Market Indexes
for all Metro Areas
and cities for families
in 5 income groups

This November 10 issue of SALES MANAGEMENT carries the same "Marketing Is On The Move" theme which made the similar 1955 issue so sensationally popular. One month after publication our supply of last year's November 10 issues was exhausted - despite the biggest press run of any issue except our annual SURVEY OF BUYING POWER

Sales Management
THE MAGAZINE OF MARKETING
386 Fourth Avenue - New York 16, N. Y.

**In the past year,
the Post sold more copies
on the newsstand than
Life and Look combined**



Have you seen the publishers' statements just released by the Audit Bureau of Circulations? They are every bit as important to advertising men as they are to editors and publishers. For when you compare them with those of a year ago, a clearly defined trend emerges.

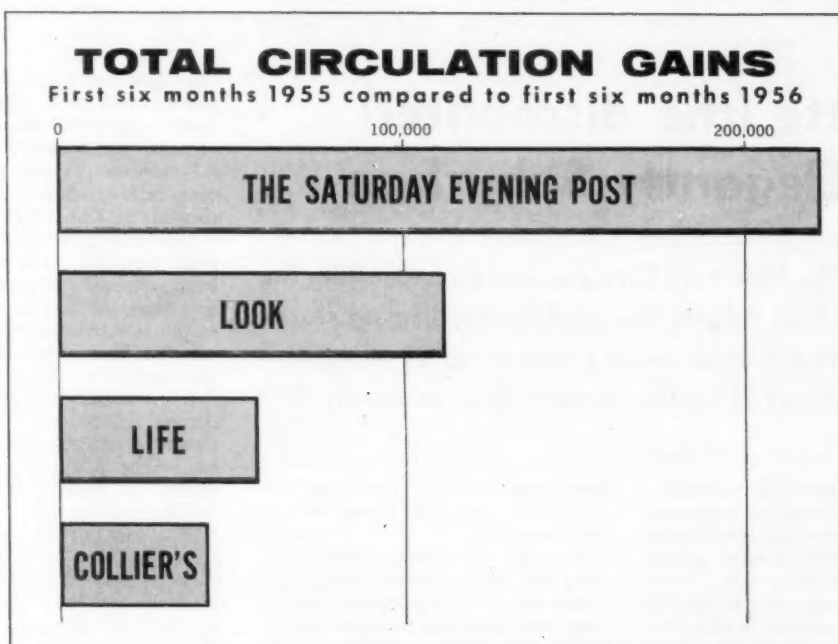
The Saturday Evening Post's gain in subscriptions, a comparison shows, has been the greatest in the big-circulation general-weekly field. And its over-all gain in circulation is nearly twice as large as that of any competitor.

Now, what's the real story on newsstand sales?

Perhaps you've heard the current argument that newsstand sales are not as significant as they used to be. The current migration to the suburbs, so the story goes, has changed the buying habits of readers. Former newsstand customers have been converted into subscribers.

It's a likely story—but the facts don't fit. The fastest-growing retail outlets for magazines are the supermarkets. And where are the supermarkets? In the suburbs, of course!

**And in the past year,
the Post gained more
total circulation than Life,
Look and Collier's combined**



The fact is, ABC figures on newsstand sales are still the single most important measure of a magazine's appeal to readers. And as comparison of the statements just released shows (see chart to left, above), The Saturday Evening Post continues to sell over half a million more copies issue after issue than either Life or Look.

Any way you figure it, the Post is the fastest-growing magazine in its field—and the soundest investment for advertising dollars.

It gets to the heart of America.

**America
reads
the Post**



THIS IS KORVETTE's new store planned for swanky, suburban Scarsdale, N. Y. No longer will brand-building

executives have to tote home on the commuter train their discount purchased merchandise!

Korvette (the discounter) Goes Elegantly Suburban

Is Korvette, the New York City discount house, setting the pattern for a high-volume, low mark-up department store? Will conventional department stores stand by while Korvette's '56 sales of \$55 million grow to \$225 million by '59?

By 1958, American manufacturers may be selling an additional \$100 million worth of merchandise (and by 1959 \$150 million more) to E. J. Korvette, Inc.

And if the hopes of 36-year-old Eugene Ferkauf and his youthful associates materialize, Mr. & Mrs. Consumer will pay Korvette some \$118 million for that merchandise. That's an average markup of only 18%—which contrasts with the 40% conventional department store markup, with which Korvette competes.

Korvette, as millions of consumers in the greater New York City area have been made aware in the past eight years, is a discount house. Ferkauf does not object to the description discount house, which Korvette plainly was when it opened for business in a former office at 6 E. 46th St., just off Fifth Avenue. But the Korvette store at Carle Place (Westbury), Long Island, New York, and which represents an investment of a million dollars in fix-

tures, stock, and initial working capital, bears no resemblance to its predecessor.

Korvette has gone suburbanite in a big way in the past two years. And Korvette sees its big growth coming from new stores in and around metropolitan New York, and far beyond, too.

In a few weeks, when the annual audit is completed, Korvette expects that its sales will have hit \$55 million in the year ended September 29. That will be an increase of \$19 million in one year.

In matter-of-fact tones, Korvette's managers speak optimistically about sales of \$225 million within two or three years. Six leases have been signed, and plans drawn for them. The present nine stores, together with six new leases and five other leases being negotiated, would make Korvette a 20-unit chain.

All this is a far cry from the tiny price cutter which opened shop in 1948 in a 1,000 square foot second-

story loft just a few doors from its present mid-town offices. Ferkauf, with a \$10,000 investment partly supplied by his father, ("a wonderful salesman") employed six salesmen, each of whom is still with the company and in a high position.

Korvette dealt strictly in traditional discount house merchandise—luggage, jewelry, and small electrical appliances. At first business was done in the secretive manner of the early discount house through a membership card.

Korvette differed from its price-cutting colleagues; it offered liberal return privileges and merchandise guarantees. Korvette did not extend credit; all business was done on a cash and carry basis.

Soon fame of Korvette's merchandising bargains sifted through shopping-conscious Manhattan; the cards were dropped and Korvette opened its doors to all prospective buyers. Business boomed and within six months Korvette had taken over additional offices on the same floor. Three years later, in a frantic weekend of work, Ferkauf and his loyal salesmen moved all stock and opened for business Monday morning on the street level. Each of these men, now Korvette executives, earned more than \$50,000 in 1956.

That was just the start. In 1952, the mushrooming Korvette established its second Manhattan store and in 1953 took over a former super market for a store at Hempstead, Long Island, N. Y. The following year it opened its first department store in the \$3,500,000 Korvette City Shopping Center, Carle Place, (Westbury) Long Island, N. Y.; and in 1955 set

up two apparel shops near Rockefeller Plaza in Manhattan. In 1956, the ninth outlet was opened in West Islip, Long Island, N. Y. Both the Carle Place and the West Islip stores represent investments by Korvette of \$1 million each for store fixtures, stock, and initial working capital.

Sales in the Korvette City store reached \$27 million in fiscal 1956. This volume was produced in 90,000 square feet of department store space, plus 30,000 square feet of super-market space, and 20,000 square feet for toys, juvenile furniture and sporting goods.

With its big expansion program geared to \$225 million annual sales within two to three years, Korvette is wasting no time in signing leases in shopping centers throughout the East. The firm's own architect Aaron Kellner, is completing plans for stores in conservative, suburban Scarsdale, N. Y.; and in mid-state Poughkeepsie, N. Y.; as well as in North Plainfield, North Hackensack, and New Brunswick, all in New Jersey; Philadelphia, and Springfield, Mass.

From Korvette's point of view, the ideal high volume, promotional department store, should have no more than 100,000 square feet, in contrast with the typical department store's 300,000 square feet, which requires more stock, more salesmen, and more supervision.

A Discount House!

Korvette's stores will have chandeliers, attractive display areas, and perfume bars. One building may even sport a baked-in relief on its facade; another will have a fountain in its courtyard, even at cost of parking space for 28 cars. In March, 1957, Korvette will open a store in the old Oppenheim Collins building in Brooklyn, N. Y. It is expected that this store, consisting of 150,000 square feet will produce annual sales of \$25 million. Korvette is now waiting the final acquisition by a developer of some property in the Grand Central Terminal area of Manhattan, where it can consolidate some of its Manhattan outlets into a department store.

Ferkauf is quick to defend the new artistic bent of Korvette: "I think people are insulting the average customer's intelligence if they think he should not shop in attractive surroundings." So strong is Ferkauf's aesthetic flare that salesgirls in the apparel stores wear corsages.

Although Korvette currently operates two profitable super markets with a combined annual volume of

\$11 million, Ferkauf has no plans to build any super markets in the near future. Reason: "Locations are hard to come by and the investment in a department store is smaller and the profit possibilities are better. Besides, you can only be an A & P or a Sears, Roebuck once in a lifetime, not both."

Is Korvette like a sprouting child prodigy? Is it growing too fast to build solid muscle? The answer appears to be "no." In fact, quiet, mild Ferkauf and his more ebullient associates, radiate a confident toughness which give no indication that they are personally awed or impressed by their accomplishments in the past eight years which they refuse to have described as "fabulous." For example:

Cubby-Hole Executive Offices

The Korvette executive offices are located on the fifth floor of a nondescript office building. Visitors get off the elevator, walk across a bare floor to a plain green door marked, E. J. Korvette. From the outside, it is just another off-the-elevator door. Once across the threshold, the visitor immediately steps into a large room where the atmosphere is punctuated with the clatter of computers, jangling telephones, and scurrying feet. At the far end of the central room, set off by a glass partition, is a modest cubbyhole which serves as an office for the top brass.

There is neither the space nor the desire for the executives to appear elegant. So they have no plush offices. They do not have secretaries. In fact, Ferkauf and his high school friend, former New York City fire lieutenant, William Willensky, have never dictated a letter, but both are avid users of the telephone. They wear suits ("Regular value \$90; our price \$57.97") bought in their own store; Ferkauf prefers a sport shirt and seldom wears a tie except to get into New York's restaurants.

Korvette executives have no objection to doing business in modern, well-equipped carpeted offices, which they frequently do, when they walk down a flight of stairs and borrow the office of Bernard Waltzer, their original accountant. Waltzer, who operates his own CPA firm, is Korvette's assistant treasurer and is a director. His last published Korvette income: \$37,400.

In an earlier age, Ferkauf the founder, whose title is chairman of the executive committee, probably would have been described as a young tycoon. But in this age, he is properly described as a modern manager, who relies heavily on staff assistants.

His six original salesmen, all boyhood friends, have made good in their own right. ("Some people think I am lucky," says Ferkauf, "but it never occurred to me that my associates might not be able to grow.")

The seven top executives have just taken a hefty pay cut. Commencing October 1, their incomes dropped to the annual rate of \$20,800. Some 20 other executives have taken cuts, too. The savings, largely year-end bonus payments, are estimated at \$250,000 to \$400,000 for the 12 months. Now this interest-free money will be available for Korvette to invest in expanding the business, and to produce capital gains instead of personal income.

These young men, who worked their way up from floor salesmen, know what big returns they can make by a little temporary self-denial. Ferkauf's income, as reported early this year, at the time \$2 million worth of Korvette's stock was placed on the market for public offering for the first time, was \$103,150. George Yelen, chairman of the board and the officer in charge of purchasing, was paid \$58,667. Willensky, the president, who was Korvette's 15th employe, was paid \$55,985. David Thorn, vice-president and director, received \$58,667. Joseph Zwillenberg, treasurer, was the second highest paid official, with \$66,197. Murray Beilenson, secretary, was paid \$58,667, and Melvin Friedman, vice-president, received \$56,467.

Seek Stock Gains

Each of these executives is an important stockholder and the group, quite frankly, anticipates appreciation in the value of his stock. The first stock issue was offered at \$11, rose to a high of \$26, and on October 22 closed at \$17-19.

Korvette management's self imposed cut in personal income may pinch for 12 months, but the executives obviously have faith in the organization they have built. Sales have multiplied 27-fold since 1950. Earnings have risen from \$27,000 in 1950 to an estimated \$1,500,000 for fiscal 1956. Profits for fiscal '56 are estimated at just about fiscal 1955's 3.2%. This year Gimbel's netted 2.1% and Macy's 1.6% on sales.

Korvette is proud of its ability to discount bills from the first day it opened and to operate so shrewdly on a low markup policy, enabling consumers to buy hard and soft goods at an average of 18% over the manufacturers price to retailers.

Sales currently consist of about

60% hard goods and 40% soft goods. The soft goods volume has been built up within the past two and a half years.

Soft goods offer attractive profit possibilities for Korvette. So the company is working to raise soft goods sales to 70% of total volume and let hard goods drop to 30% although both will represent a vastly increased number of units sold and dollars taken in.

No Secret: Loss Leaders

Ferkauf and Willensky make no bones of the fact that they offer occasional "loss leaders." For example, Korvette bought stockings for 42c a pair and sold them for 19c, and stood ready to supply 5,000 pairs. Men and women's cashmere sweaters, and men's socks are also sold as loss leaders. Ferkauf places his losses on these below-cost sales at about \$15,000 a year.

With its low markup and high volume policy, Korvette turns its stock at an average of nine times a year, or double the inventory turn in most department stores. Its turnover in food super markets averages 20 times. Although the food super markets are profitable, the company does not plan to place additional ones in operation because it can return a greater profit from its investment in money and manpower in department stores.

Now that Korvette, and the discount house, has more or less become of age, Korvette is able to offer a wider selection of brand names. The company does not stock the six or seven items which are fair traded and price-policed. Korvette, like other discount houses, still uses the gambit of marking merchandise with "manufacturer's list" or where there is no suggested price, it marks its merchandise "Regular value \$—; our price \$—."

Ferkauf and Willensky proudly declare that they have never paid one cent in damages in Fair Trade suits. Twenty-five suits have been disposed of short of final judgment; 28 suits resulted in judgments restraining Korvette from price-cutting; 34 suits are pending. The threat of Fair Trade action is now so remote that in 1957, Korvette will set aside no reserve to hire attorneys to fight cases. Company officials simply plan to talk their differences over with manufacturers and come to an amicable agreement.

Currently, Korvette carries nine major appliance lines, RCA-Whirlpool, RCA-Victor, General Electric, Emerson, Zenith, Motorola, Hot Point, Westinghouse, and Admiral.

Two other big-name manufacturers would like to sell Korvette—now—after refusing to do so in the company's early days. There is just a trace of warmth of resentment in the voices of the executives when they talk about these two manufacturers, but they realistically point out that they have nine major lines, which is more than most retailers offer, and that they have no sound business basis for taking on two additional lines. To this extent, Korvette, like anyone who has suddenly hit the big time, is aware of its power to become an influential factor in merchandising circles. For example, Korvette in fiscal '56 placed an order for over \$2 million in radio, TV sets, and washing machines with a single manufacturer. And only last month the company placed a \$500,000 radio order for Christmas sales. Even the perfumers, who were among the first to protest discount house price-cutting, now are happy to sell Korvette. The company buys directly from Revlon, Chanel, and Coty, and is dickering for other name brands.

Hard-to-Get Soft Goods

Korvette finds it a little tougher to secure some soft goods lines, especially in ladies' sportswear. In many cases, department stores have close ties with apparel manufacturers and the stores can pointedly suggest the manufacturer limit sales to competitive outlets. So Korvette finds a number of ready-to-wear lines completely out of reach—now.

Korvette buyers strongly urge manufacturers to make an alternate line. They say, "If a manufacturer has five lines in blouses and it sells to Macy's, it won't put them out of business to sell to Korvette, too. They could give us an alternate line and change the label or make up a line for us."

At various times, Korvette has handled Arrow, Van Huesen, McGregor, and Phoenix.

Ferkauf candidly calls attention to his own share of merchandising failures. For example, he has not been able to sell art supplies or dietetic foods in profitable quantities. And in his Carle Place store, he thought early this year, he could do as much business by being open until 9 p.m. only on Monday, Wednesday and Friday nights. Apparently, there are a lot of people who can buy only on Tuesday and Thursday nights, because volume dropped off so much that Ferkauf restored five night a week openings.

For the first six years Korvette

depended entirely on word of mouth advertising. But in 1955, the company invested over \$1 million, the bulk of it in the *New York Daily News* and in *Long Island Newsday*. This year it has budgeted \$1.5 billion. Some of it may be spent in radio.

Since May, Korvette has offered a time payment plan on major appliances at two of its stores, which is carried by a bank without recourse.

Ferkauf and Willensky see a bright future, but even though they plan to quadruple sales in the next two to three years, they have a pretty good idea of what they would do if there is any downturn in general business. They have 85% of their personnel directly involved in selling, versus 50% for conventional department stores. They have no warehouses; merchandise is trucked directly to each store. They own only one building, which will be sold soon, so that capital will be free for operation. And they are sticking closely to 100,000 square foot stores versus the conventional department store of 300,000 square feet. In their Carle Place store, for example, they have 350 employees, but they could cut back to 125 employees, and still "cover" the store adequately.

They respect the resiliency of conventional department stores, but they assert "If department stores try to match our prices, they will become losing operations." Most of all, Korvette counts on youth, aggressiveness, and enthusiasm. And one of the reasons for the enthusiasm is the fact that the chairman of the board must spend at least five days a week visiting every one of the stores, the president must devote at least two days and the founder and executive committee chairman must be in each store at least one day a week. These are executive committee orders.

He's "Branch Rickey"

The merchandise does not get moved in Korvette stores because the manager tells an assistant who in turn tells his assistant and who tells the floor salesman "increase your sales 10%!" Ferkauf points out "the floor salesman can't do that because he may not have the creative ability of a manager, and he doesn't have control over the tools to produce that 10%."

Ferkauf has the drive of a Mickey Mantle, but he would much prefer to be thought of as Branch Rickey with lots of able young fellows coming up from the farm teams. He is making plenty of room for them. Today there are 100 managers and 1,200 employees.

The End

Showcase Specials by Gair



CLEAN SWEEP FOR BISSELL. This compact, attractive carton for the new Bissell carpet sweeper and its four-section handle is gift package, display unit, storage receptacle all in one. It walked off with a first prize and merit award in the Folding Paper Box Association of America's 1956 competition. A perforated hinge joins top and bottom of the one-piece

carton so that the bottom section can be lifted in to the die-cut side walls of the top section to form a tilted display. On the inside top panel, the white and gold lettering on blue background flags the customer's impulse-buying instincts. Want your carton to do multiple duty at point of sale? Talk it over with the man from Gair.



LOEWY DESIGN FOR SUGAR. Dixie Crystals sugar cartons, gravure printed and produced by Gair, win instant brand identification with a new design by Raymond Loewy Associates Inc.

Red and white cross bars on the cartons—used on all Dixie Crystals packaging—are the eye catchers. Full color pictures of cakes and confections carry the taste appeal, while background colors of blue, light and dark brown indicate type of sugar. Pleased with the quality of Gair's reproduction, the Dixie Crystals people see the new package improving sales.



NEW SPARKLE FOR WHITE ROCK. This new White Rock carrier marks the first use of 4-color gravure printing in the carbonated beverage industry. The White Rock people felt that only gravure could truly reproduce the brilliant graphic design Gair created. Second unique feature is the new tab in the upper left of the carrier. The tab is perforated, used as a coupon for special messages or promotions.

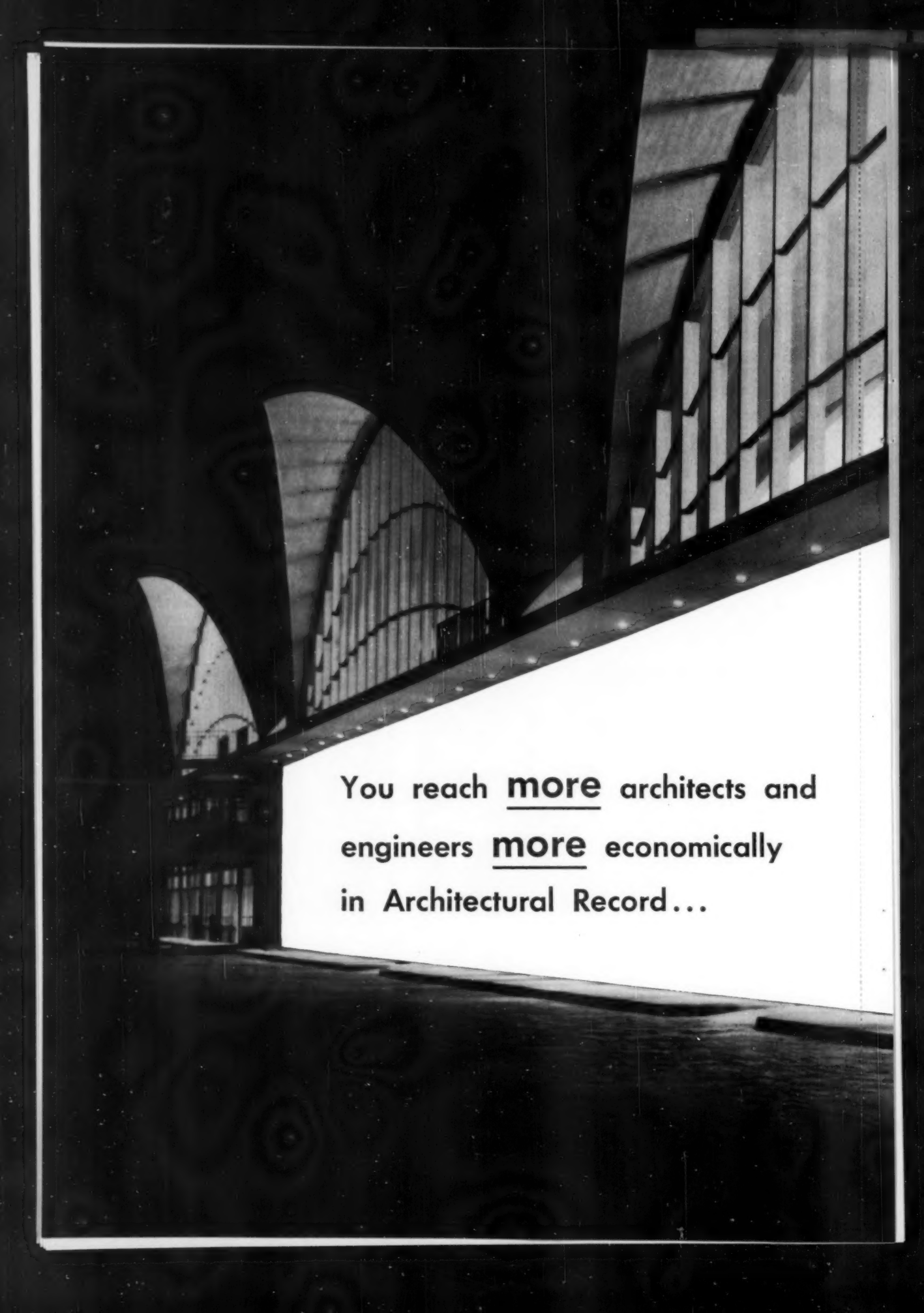
Gair Package Analysis is a service designed to blueprint a package that will fit your product, your packing and shipping methods and your market. Write us at 155 East 44th St., N. Y. 17, N. Y.



GAIR creative engineering in packaging

FOLDING CARTONS • SHIPPING CONTAINERS • PAPERBOARD • KRAFT BAGS AND WRAPPINGS
Robert Gair Company, Inc. • 40 mills and plants in the United States and Canada

FC.6.6



You reach more architects and
engineers more economically
in Architectural Record...

Terminal Building, Lambert—St. Louis
Municipal Airport, St. Louis, Mo.,
first presented to architects and engineers
in *Architectural Record*.
Architects: Hellmuth, Yamasaki & Leinweber.
Photographer: Hedrich-Blessing.

In the architectural field, one magazine, *Architectural Record*, offers building product advertisers

... the largest <u>architect</u> circulation:	16,799	At
... the largest <u>engineer</u> circulation:	9,687	the lowest
... the largest <u>combined architect</u> <u>and engineer</u> circulation:	26,486	cost per page per 1,000
	\$22.65

Architectural Record's largest—and most concentrated—circulation among the nation's active architects and engineers results from:

1. **Exclusive editorial concentration on the working needs and interests of architects and engineers** (a basic reason why architects and engineers have voted *Architectural Record* their preferred architectural magazine in 87 out of 94 readership studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES).

2. **Accurate circulation development among architects and engineers known to be active through daily Dodge Reports of building activity.**

Translating circulation into market coverage, statewide checks of *Dodge Reports* show that *Architectural Record's* architect and engineer subscribers are responsible for planning over 85% of the total dollar value of all

architect-planned building, non-residential and residential, large and small.

Circulation leadership, top verifiable market coverage and steady reader preference explain why in 1956—for the tenth consecutive year—more building product advertisers are placing more advertising pages in *Architectural Record* than in any other architectural magazine.*

*In the 1st eight months of 1956, *Architectural Record* carried 40% more advertising pages than the second magazine in the field, 64% more than the third magazine.



**Architectural
Record**

"workbook
of the active
architect and
engineer"

119 West 40th Street, New York 18, N. Y.



Where does all her energy come from?

Although a woman's working week is roughly twice as long as the average man's, she often seems to have more energy. Why?

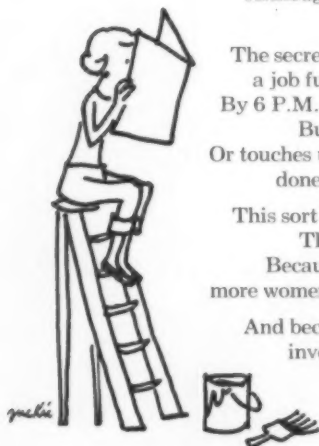
The secret is that a woman's *work pattern* is different. A man starts a job full of pep and charges through it like the Super Chief. By 6 P.M., he's tuckered. A woman starts a job full of pep, too.

But periodically, she shifts gears. She makes a phone call. Or touches up her nails. And though she gets enough done to exhaust four strong men, at 6 P.M. she feels like dancing!

This sort of behavior mystifies men. But not Ladies' Home Journal.

The Journal knows a woman's energy is not boundless. It just seems to be. Because the Journal understands this and so much else about women, more women buy and read the Journal than any other magazine.

And because the Journal is so influential with women, advertisers invest more money in the Journal than in any other women's magazine.

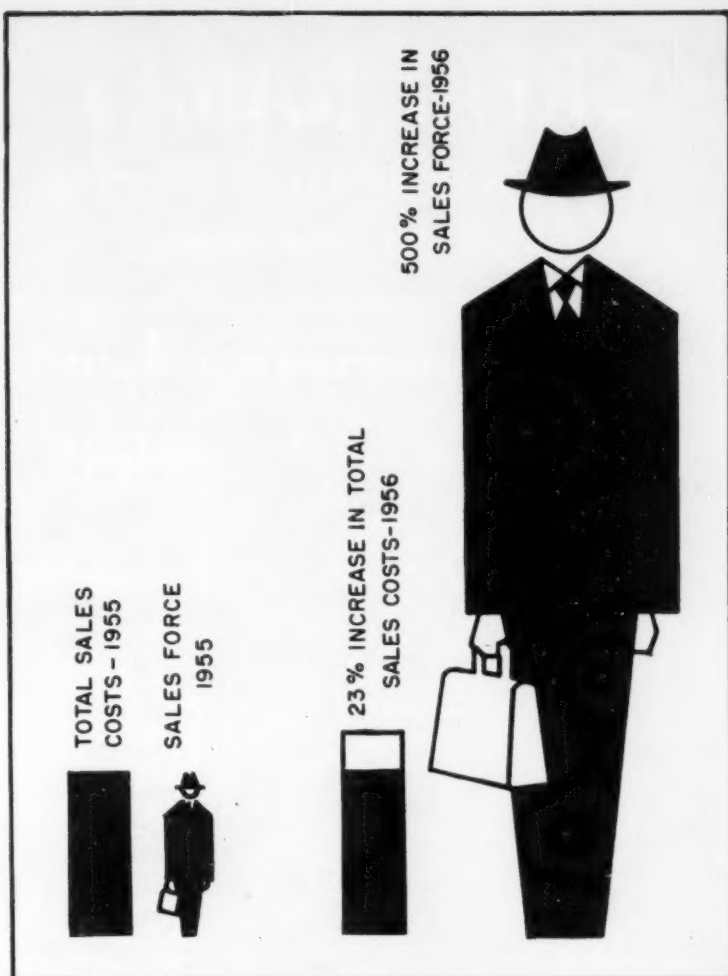


Never underestimate the power of the No. 1 magazine for women...

Ladies' Home
JOURNAL
A CURTIS PUBLICATION

No. 1 in circulation
No. 1 in newsstand sales
No. 1 in advertising revenue

BEFORE AND AFTER: This industrial sales chief runs counter to tradition in dropping his sales force and taking on agents. He likes pay-off.



Sales Rose 46%, Costs 23% When We Switched to Agents

Now 32 manufacturers' agents instead of six company-hired salesmen bring in the business for Micrometrical.

BY F. W. KABAT

Director of Sales, Micrometrical Manufacturing Co.

During the first seven months of 1956 our company increased its sales 46.3% over the same period in 1955, with only a 23% increase in direct sales costs which included a switch

from six to 32 salesmen.

Until two years ago we were handling all sales and service contacts nationally and throughout Canada with our own salaried staff of field

representatives, working out of Ann Arbor, Mich. To improve our competitive position we had to consider ways of expanding our sales representation. This was accomplished by engaging manufacturers' agents.

We appointed our first agents in the summer of 1954, for Colorado and other western states. We began with this area for two reasons: (1) It was the area farthest away from Ann Arbor, and (2) industry was booming on the West Coast and we were unable to supply the service required there.

After making the appointments, we

GREAT NAMES

Make a Great Market—Covered by
ONE Great Newspaper

THE HUB OF AKRON'S FAST GROWING ONE BILLION EIGHTY MILLION DOLLAR MARKET

Ohio's most concentrated area of great industrial names. The biggest one-newspaper city in the United States. 98% coverage of the Akron Metropolitan Area, 85.8% coverage of the Akron Retail Trading Area.

**TOTAL
BEACON JOURNAL
CIRCULATION**
156,638 DAILY
162,994 SUNDAY



MEDIA COVERAGE OF SUMMIT COUNTY

Media	Circulation	% Coverage
AKRON BEACON JOURNAL daily	135,131	98 %
AKRON BEACON JOURNAL Sunday	127,978	92.9%
Cleveland Plain Dealer daily	13,760	10%
Cleveland Plain Dealer Sunday	8,342	6%
Cleveland Press daily	1,366	1%
Cleveland News daily	548	less than 1%

AKRON BEACON JOURNAL

Ohio's Most Complete Newspaper

STORY, BROOKS & FINLEY, Representatives
JOHN S. KNIGHT, Publisher

wanted six months to see what would happen. Results were even better than we had expected, as business increased by more than one-third during this period. We immediately engaged agents for adjoining states and worked east to the Mississippi River. We retained all field representatives on our pay roll until results showed that it would be sound to switch completely to manufacturers' agents.

Two field representatives left us to accept positions with different organizations. The others were retained to work with our newly appointed agents, to help familiarize them with our line of products. We progressed slowly, testing each area as we went along. By March 1, 1956 the entire U. S. and Canada were finally broken up into territories with 32 domestic agents and one for Canada. Our Canadian agent has four offices, which means breaking Canada down into divisions small enough to give coverage in all principal cities.

During this same period we were negotiating with sales agents in various foreign countries. We now have 14 agents in all principal cities throughout the world. Our foreign business amounts to approximately 20% of total sales.

Where to Find Agents

Locating manufacturers' agents familiar with our line of products was no easy matter. For a number of years we had been receiving letters from agents interested in representing us. Many were well qualified, having actually used our instruments. Others, due to the various lines of gauging and measuring equipment they were handling, were calling regularly on the very people who would be interested in our type of products. When we wanted to set up an agent in an area where we had no lead, we asked some of our customers for recommendations. In this way we found the agents in whom our customers had the greatest confidence, assuring us of qualified and aggressive sales representatives.

An efficient advertising and sales promotion department, headed by our E. W. Bolles, has worked effectively to build a firm foundation for a broader and more extensive program. On Jan. 1, 1957 we are launching a new promotional program aimed at increasing the knowledge and prestige of our organization and the services we offer. This program has been organized with the thought of providing better coordination of all advertising and sales promotion functions. It includes a schedule of space advertisements in various metal working publications, new sales and tech-

up to 3 times more brilliant!

It's GOA's new
"hi-fluorescent"
lighting!



FIRST GRAND AWARD POSTER—1956 ANNUAL EXHIBITION, OUTDOOR ADVERTISING ART

Another
GOA first!

General Outdoor Advertising leads the field again! New eight-foot "hi-fluorescent" tubes give GOA poster panels brighter, more efficient light. Colors are truer, more brilliant than ever!

This "hi-fluorescent" lighting is *up to three times more brilliant* than filament bulbs. It is now being installed on all new GOA poster panels. And plans are already under way to equip existing GOA panels with this dramatic new lighting.

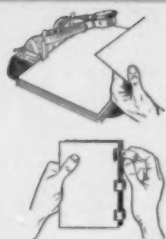
GOA experts and General Electric engineers worked together for years to perfect this efficient new lighting unit. It is this kind of effort—this sense of service—that has made and kept General Outdoor Advertising a leader in the field. Our local and national facilities can help you turn "see-power" into sales power. For details, call your local GOA office or write us in Chicago.



General Outdoor Advertising Co.

515 S. La Salle St., Chicago 7, Illinois

**Right At Your Finger Tips
A Plastic Binding Kit
For Scrapbooks and Albums**



(Illustration of two hole kit)

\$11.90

Exciting new do-it-yourself binding kit, simple enough for a child to operate. Just insert the pages and punch, then pick a colorful binding tube from the spin dial base, snap into place and in seconds you have a real professional-looking colorful volume.

3 HOLE KIT—\$16.90

4 HOLE KIT—29.90

Other models available—write for free booklet to department SM-11

TAUBER PLASTICS INC. • 200 Hudson St., N. Y. 13, N. Y. • Call WO 0rh 4-5621

People who know . . .

stay at the **Hotel Lexington**

- 3 Minutes from Grand Central
- Convenient to Fifth Avenue Shopping
- All Outside Rooms with Tub and Shower
- Radio; Television; Circulating Ice-Water
- Superb Food at Modest Prices

HOME OF THE FAMOUS
'Hawaiian Room'

See your local travel agent or write Promotion Dept. for Brochure SM

Near the United Nations

LEXINGTON AVE. at 48th ST., NEW YORK CITY, 17

"NEW YORK'S FRIENDLY HOTEL"

Choose the right colors for your product,
a wrong color choice can hurt your profits!

Read **FABER BIRREN** on

**SELLING COLOR
TO PEOPLE**

Faber Birren, the country's top color consultant (DuPont, Monsanto, General Electric and Minnesota Mining are among his many clients) gives you authoritative answers to your color problems, proper application and research techniques, accurate color selection tools . . . all based on years of practical experience, all of utmost importance to sales managers, product designers, advertising men and researchers.

UNIVERSITY BOOKS, Dept. 8 ☐ Check enclosed
404 Fourth Avenue, New York 16 ☐ Bill me

Please send me _____ copies of Faber Birren's *Selling Color To People* @ \$7.50

Name _____
Address _____
City _____ State _____



nical bulletins, and a direct mail program. This schedule has been designed to help our agents do a better selling job. Our complete schedule for the new year will be announced to all sales agents around November 1.

Our company was founded over 20 years ago by Dr. Ernest J. Abbott. An authority in the field of measuring instruments, Dr. Abbott established his firm for the research and development of products for business and industry. He named his firm Physicist Research Co. because at that time it was primarily engaged in research. During the early years of the company many interesting problems were solved and instruments perfected which later gave Dr. Abbott the contacts he needed to promote his own lines of equipment.

Physicist Research Co. soon began to do more manufacturing than research, but it was still thought of as a research organization because of its name. It was finally decided that the organization should have a name more descriptive of its actual function and so on Jan. 1, 1952, the company name was officially changed to Micrometrical Manufacturing Co.

Now 20 Years Old

From a small beginning our company has, in 20 years, become internationally known and respected as the foremost manufacturer of surface roughness measuring equipment and the pioneer of the industry. One of our standard lines of equipment called the Profilometer, is used in inspection and quality control departments and on the production lines of metal working industries around the world.


A typical and popular combination of Profilometer equipment, one which will meet the needs of 85% of all industry, can be purchased for as little as \$1,295. The Profilometer is an inspection and quality control instrument, giving readings directly in microinches, either r.m.s. or arithmetical.

Our field representatives have been assigned larger areas, and instead of calling on customers, they spend a large share of their time working with our manufacturers' agents.

An extensive educational program is necessary to prepare an individual as a representative, or salesman, of our products. Engineering provides an excellent background on which to build a knowledge of our equipment. We try to locate men with a combination of engineering and sales backgrounds to represent us in working with our agents.

The End

SALES MANAGEMENT



a faucet is to splash

In these words a child expresses the very essence of function, by-passing conventional definition of an object.

Would there were as simple a way to express the vital function of a business publication! You could say, "a business paper is to read," but that hardly does justice to a service that:

- ...assembles information pertaining to a given field
- ...condenses it for quick absorption
- ...interprets significant developments
- ...delivers the whole package regularly in attractive form
- ...and in doing so provides a vehicle that enables suppliers to talk to a selected group of business men in their own language and in terms of their special interests.

Perhaps the word "service" is the key. Perhaps the phrase we're searching for is a simple one, after all: *a business paper is to serve.*

On the following pages, *E. A. Schirmer, Senior Vice President, CAMPBELL-EWALD COMPANY*, tells how he feels about the services business papers perform.

"Editorial
service
creates good
advertising
atmosphere,"

says

E. A. Schirmer,
Senior Vice President,
Campbell-Ewald Co.



CAMPBELL-EWALD COMPANY *Advertising*

GENERAL MOTORS BUILDING

DETROIT 2 MICHIGAN TWENTY 2-6000

Mr. John W. Hartman
Bill Brothers Publications
New York

Dear John:

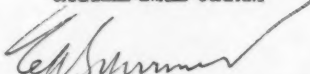
Because of the terrific pressures under which we in this business constantly work, I can think of no better way to keep current on the various aspects of our whole economy than to peruse and study the editorial content of our leading business publications.

The editors of such publications have necessarily developed the ability to analyze the basic factors which establish business trends and to present them in capsule form for a busy man's consumption. That seems to me to be the great strength of business publications.

As you well know, in our own agency operation we recognize this editorial force and we consider such an atmosphere most advantageous for specific advertisers who have something to say to busy men.

Cordially,

CAMPBELL-EWALD COMPANY


E. A. Schirmer
Senior Vice President

Bill Brothers publications sponsor this series of messages as a service to those who benefit from reading good business publications and those who benefit from advertising in them ...often the *same* business men.

We have asked prominent executives to express their own concepts of the business press as an educational force and as an adjunct to sales operations. You'll agree, we're sure, that their ideas apply to *all* good business papers serving business men in all of America's industries, professions and trades.

Glad to send you reprints of their statements, as we publish them. Just get in touch with any one of the Bill Brothers publications listed at the right.

**BILL BROTHERS
PUBLICATIONS**

FAST FOOD
FLOOR COVERING PROFITS
GROCER GRAPHIC
PLASTICS TECHNOLOGY
PREMIUM PRACTICE
RUBBER WORLD
SALES MANAGEMENT
SALES MEETINGS
TIDE
TIRES TBA MERCHANDISING
YANKEE GROCER



NEW YORK	AKRON
CHICAGO	PHILADELPHIA
SAN FRANCISCO	BOSTON
SANTA BARBARA	DETROIT



Thomas Kearns, Traffic Manager for Garrett Corp.'s AiResearch Div., in high-altitude lab. He tells

"How we cool off a hot pilot!"

"Above the speed of sound, air friction heats up the metal skin of the newest jets to several hundred degrees. *How do you keep the pilot cool?*

"AiResearch's answer: a refrigeration system including this miraculous 2-lb. turbine. Turning at 100,000 rpm's, it cools the air entering the cabin to 40° in 2/10 of a second!

"The extreme precision required in manufacturing such devices takes time. Yet, military contract schedules call for speed. Deliveries naturally have to be fast and sure — to plane

companies located all over the country.

"How can we do it? By Air Express!

"Air Express proves its worth to us dozens of times a day, both incoming and outgoing. We literally could not maintain our schedules without it.

"Yet on most of those shipments, *Air Express saves us money*. A 10-lb. shipment from Los Angeles to Kansas City, for instance, costs \$6.34. That's 17¢ less than the next lowest priced air service!"



Air Express



GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY



Tools for Selling

Long a production aid in factories, dairies and hen houses, recorded music is now being enlisted by the sales department to charm industrial prospects, consumers, fund contributors, and even companies' own or distributors' reps.

"Platters" Serve up Bigger Sales Pies

"As a promotional tool, recorded music can make a vital marketing contribution, even in industrial sales." Giving an extra twist to this company sentiment, E. W. Twitchell, Inc., Philadelphia paper cordage producer, has made two mailings of phonograph records sung by an executive instead of by outside talent. From the delighted reactions of such diverse prospects as makers of cables, carpets, and auto seat covers, development of a series of discs now seems justified.

Besides doing his own singing and accompanying himself on a guitar, W. Garwood Bacon, vice-president in charge of Twitchell's industrial yarn division, breaks with the usual practice of making recorded mailing pieces entirely promotional. Fun and music are lavished on both sides of the firm's 45 rpm discs. But product information was excluded from the first record—a 1955 Christmas remembrance—and advertising is restricted to side two of the second.

Issued as a signed and numbered "limited edition," the current unbreakable record is accompanied by a folder of nostalgic program notes recalling the significance of 1936 in Twitchell's growth. From its introduction of paper industrial yarns 20 years ago, the firm has passed other milestones which are being considered as pegs for subsequent records.

In developing the latest pressing, Twitchell and its New York consultants, MacLean Advertising Agency, first reviewed the possibility of reissuing a 1936 song hit to emphasize 20 years of progress. This idea was abandoned in favor of an original Bacon composition and performance. The catchy tune, "Delaware Valley, U.S.A.," is reminiscent of the Twitchell plant's location. On the "platter's" first side, Bacon assumes his off-hours role of "Billy

Woods" in which he has become well known throughout the area as a television, radio and recording star. To introduce his executive alter ego on the second side, Bacon acts as his own M.C. and steps briefly into a third role: "Tex Tilene," Delaware Valley cowboy and living impersonation of Twitchell's trade mark.

These personality switches are explained on the record's jacket and "Tex," "Billy," or "Gar" is convinced that the off-beat technique insures executive prospects will take the record home and play it just to see how far a vice-president will let himself go. In this way they absorb the selling message at least once. Further playings, perhaps disc-jockeyed by younger members of the family, are regarded as plus impressions.

In addition, Bacon's recorded and live appearances as "Billy Woods" on such stations as WNEW, New York; WBZ, Boston; and WIP, Philadelphia, should now remind record recipients of Twitchell when-

ever they happen to hear him on a broadcast. The 37-year-old vice-president has been amazed at the number of fellow music enthusiasts among executives who have contacted him as a result of his unusual mailings. In long business associations with some customers, this mutual interest had never before come to light.

Unlike most of these contacts, whose musical development preceded their management careers, Bacon took up after-hours professional entertaining some time after beginning his self-made career at Twitchell at the age of 17. Among the 500 recipients of "Delaware Valley," those in the market for paper yarns as carpet backing got discs backed by a "yarn" entitled "Rug Yarn and You." The message for those requiring twisted paper filling in metallic and non-metallic cables, was "Twi-Flex and You."

Between figures on the millions of feet of Twitchell products used by manufacturers last year, Bacon sandwiches interesting anecdotes. He describes a fellow executive's rug on which the paper backing is outlasting the pile. He cites paper's preservation of the world's records as testimony to the fact that paper does not just wear like iron but is six times more durable. In twisted strands it has "twice the resistance to weakening by moisture," compared to competitive fibers. These last lose more strength in a year than paper does in 10, Bacon adds. He offers cable makers savings of \$5 to \$40 on a thousand feet of product and closes both rug and cable messages with the wish that prospects will call on Twitchell for planning and operational assistance.

Professional background music for Bacon's guitar and vocal solo is provided by the sound disc's manufactur-



LIGHT MUSIC helps "Gar" Bacon with the heavy job of counteracting paper's reputation as a cheap substitute or throw-away item.

er, Recorded Publications Co., Camden, N. J. David Goodman, vice president, explains that some clients also avail themselves of the firm's musical composition, scripting and programming services. Others supply their 7½ minutes of sound per side already taped.

Other users of such discs range from fund raisers to a leading foot powder maker. Alumni of Brown, Purdue, Yale and other universities have received recorded financial appeals from their association secretaries. School songs and cheers, the campus bell, the college president's

voice, and similar sounds have helped to carry out Recorded Publications' boast that this medium provides a mailing that nobody throws away.

Salesmen of Sopronol athlete's foot remedies, Collyrium, Amphojel, and other lines of Wyeth Laboratories, Philadelphia, need never be in the position of the discouraged salesman sometimes seen in cartoons telling his boss to "Give me that old pep talk again." A 15-minute sales meeting concentration on deal selling has been distributed to his force by H. F. AuBuchon, sales manager. "Charlie" Gordon, veteran salesman, is heard

re-enacting a variety of customer contacts with full sound effects and musical background.

In a recent article, *Motion Picture Herald* pointed out that motion picture companies have gradually grown away from issuing records of their sound tracks primarily for the sales proceeds. Now advance record releases have become a major factor in promoting new motion pictures. Advertising and publicity reaches some 500 million people before each major premiere, the magazine estimates. "Platters" spun by disc jockeys are largely responsible for radio publicity obtained by films and the *Herald* considers that records achieve as much, if not more, newspaper coverage than their parent films receive.

Lyle Kenyon Engel, president, Republic Features Syndicate, parleys records as a promotional vehicle in this way. The eight top record sources and 250 smaller independents produce some 1,500 "sides" a month—more than any disc jockey could possibly sample, let alone broadcast. Yet Republic's "Blue Book of Disc Jockeys" lists some 2,500 in the top 100 cities alone, 64 of them in Manhattan. To reach this valuable group, Engel ties in a worthwhile record he desires to publicize with some other product to be promoted, such as the men's jewelry of Swank, Inc. Air time is thus frequently obtained for both.

Radio Outplugs TV

Not the least advantage of industry's present move toward diversification is the heightened opportunity for cross-promoting products, Engel points out. With Republic releases ranging from pulp fiction to Boris Karloff and Vincent Price radio series, he credits the latter medium with three-quarters of the publicity motion pictures obtain through mailings of soundtrack recordings.

Currently, Engel assigns the remaining 25% of "plugs" obtained through records to the medium into which his corporation next plans to move—television. "Moulin Rouge," "The Moon is Blue," "Little Fugitive," "Melba," and "Alexander the Great" are cited by *Motion Picture Herald* as promotional successes which owe a great deal to Engel's selection of suitable "themes" for recording and distribution. "The best investment a film company can make today is to acquire a more positive knowledge and understanding of the music field for promotional purposes," the magazine concludes. This is a sentiment echoed by Twitchell, Wyeth, and many non-film companies as well.

The End

During those critical few "actual selling minutes that count" it pays to be carrying a distinguished

ELLIS ORGANIZER
SALES CASE

SYMBOL OF QUALITY

it's a case of good salesmanship

Any way you look at it—those "critical few" actual selling minutes you spend with each prospect are the ones that make or break the sale. Our much-sought-after ORGANIZER bags—designed for your own particular use—take full advantage of every sales call. Look to the Ellis ORGANIZER line of top quality leather sales and presentation cases for more effective selling during those critical minutes that count. Write today for Brochures on the entire line of Ellis built cases.

ELLIS COMPANY, INC.

Dept. SM-11, 134 So. Pennsylvania, Indianapolis, Ind.

a few of the "Blue Chip" American firms we serve

Abbott Laboratories
Armstrong Cork Co.
Colgate-Palmolive Co.
Continental Oil Co.
Eli Lilly & Co.
Firestone Tire & Rubber Co.
Ford Motor Co.
General Mills, Inc.
International Cellulose Products Co.
Morton Salt Co.
W. K. Kellogg Co.
Kraft Foods Co.
Parke Davis Co.
Pet Milk Co.
Phillips Petroleum Co.
Pittman-Moore Co.
Pontiac Motor Div.
G. M.
Quaker Oats Co.
Standard Oil of Indiana
Stokely Foods
The Upjohn Co.
Wm. P. Wrigley Co.
and many others

How to sell your company and still keep it

Some company managements—far-sighted in most respects—nevertheless have a blind spot about corporate advertising. Either they scorn it as being completely useless, or they tolerate it as an expensive way of giving the Chairman of the Board a nice warm feeling all over.

Unfortunately, some corporate advertising has no higher purpose or value—because its potential purpose and value are not understood.

Actually, a corporate campaign can be just as practical, as productive, and as profitable as product advertising—and for the same basic reason. *Good advertising makes people want to buy.*

It is important that people want to buy *your company*. And the time to sell your company hardest is when you have no intention of giving it up.

That is obviously important when you are trying to get more people to invest in your company's future. It is important in getting the most favorable financing terms, in hiring (and holding) good employees, in getting (and keeping) good distribution.

And it is also extremely important in *selling your product to the ultimate user!* This is a fact too often unrealized or underestimated.

Yet every one of us—in weighing the relative value of two comparable products—also unconsciously weighs our opinion of the companies behind the products. And we can't help favoring the company toward which we have the greatest feeling of friendliness or respect or trust.

But in order to be profitable, corporate advertising must be planned and created as a *tool of marketing* rather than as a way to please the "old man." Like good product advertising, it must be aimed at definite, attainable objectives and coordinated with all of the other selling tools being used. And like all advertising,



its effectiveness (or lack of it) should be evaluated regularly to keep it going in the right direction at the right pace.

We believe in the practical sales value of corporate advertising prepared with understanding and skill. Since advertising is not yet an exact science, that belief is based partly on faith growing out of long experience. But it is also based in good measure on tangible results from the corporate campaigns we produce for a number of our clients. One in particular has been documented in a booklet called, "Five Year Report on an Unusual Advertising Campaign." We'd like to send it to you.

Marsteller, Rickard
Gebhardt and Reed, Inc.

A D V E R T I S I N G

NEW YORK • CHICAGO • PITTSBURGH
AFFILIATES

PUBLIC RELATIONS • BURSON-MARSTELLER ASSOCIATES, INC.
MARKETING COUNSEL • MARSTELLER RESEARCH, INC.



All business is specialized

...and nothing specializes
on your business
like your business paper

This bright bird specializes. He picks out the cold customer who's a hot prospect. And it *pays!* Specializing pays in your business too... most of all when you're looking for data on new products, new ways of doing business. That's why this business paper of yours is so vital. It specializes on your business—scouts for facts you need to solve your specific problems. Editorial pages and ads *both* bring you a heap of help. Like all the best informed people in your field, you'll find you always keep a step ahead when you read... clip... use every issue, to do more business better.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a *paid* circulation paper that must *earn* its readership by its quality... And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

COMING

1957's Best Market

In Sales Management
Nov. 10

One of a series of ads prepared by
THE ASSOCIATED BUSINESS PUBLICATIONS



Mail Promotion

BY JANET GIBBS
Sales Promotion and
Direct Mail Counsel

My Private War

I'LL FIGHT at the drop of a hat with anyone who talks about "junk mail." This kind of talk has been pushed by some publishers who not only often depend on mail for subscription sales, but who also should consider that their medium might offer more profit returns if the ads they carry were backed up by direct mail. But I'll fight this kind of copy too—for surely some of the blame rests on mailers like these (what do you think?):

"ANNIVERSARY SALE! LIMITED QUANTITY!
Fabulous 4th Anniversary sale: \$17.85 worth of 'XXXX
Books'... \$5.95... Is there a catch to all this? Well,
yes and no. Obviously I'm losing money on this offer."

Comment: Don't you agree that overworked words and blazing bargains sound insincere? They scare me—and I don't buy. Do you?

JANET E. GIBBS is how the envelope was addressed but the letter said:

"Dear Friend: I would like to send you a genuine guaranteed electric razor for your desk drawer...."

"If you are in any way like I am... you get stuck down at the office occasionally. Five o'clock shadow has set in. And you have to meet 'the little woman' or some important business people for dinner."

(More average-sell copy was included here... and then the offer:)

"To get back to the purpose of this letter—it seems to me that shaving problems know no season. So I've gotten my hands on a few gross more of XXX Electric Shavers. This is a small quantity, it's true. But I am writing only a few of our good customers. If you would like to have one of these electric shavers, twelve maximum...."

Comment: I'm just not the type for five o'clock shadow or for meeting "the little woman"—and if the mailer had checked the small mailing list he either rented or bought, he could quickly have found out how many names were not prospects for his product—and eliminated them. This isn't always possible on some large lists, but most list owners or brokers can tell you the percentage of men and women on the list. Just ask—if your product warrants it. As for

SALES MANAGEMENT

being a good customer, I not only never bought anything from these people, I don't even know of them. The processed letter was evidently mailed in quantity so the few gross of razors couldn't have gone far. The seller will have a lot of unhappy good customers — if even a few buy the maximum of 12. Really!

"THE CIGARS ARE ON US"...

"As soon as it comes off press this fall, we'd like to send you for 15 days' examination, the brand new — "1957 XXX Federal Tax Course"

"This year, you'll surely want to be at the head of the line to get your Tax Course early. For signs and portents on every hand suggest the prudence of equipping yourself with up-to-date tax facts and guidance."

Comment: Well, to begin with, a good headline should tie in with the copy. Seems to me that "cigars" are usually on new fathers. The Tax Course may be their new baby — if so, say so. The subject of taxes is dull and painful enough so that a light hand in writing copy might just insure greater readership. It certainly won't detract from the importance of the subject.

As for "signs and portents" — I'd have more fun crystal gazing.

SORRY, WRONG NUMBER. I learned a long time ago that one of the surest ways to take the sting out of a business error is to admit it. Sometimes it pays to admit a possible weakness in a product if the advantages far outweigh it. But getting back to admitting errors. . . .

Woman's Home Companion made an error in copy — instead of dummy 'phone number, it used one that belonged to a New York family. The number was shown on a 'phone used in a smartly designed page that led into an editorial on meal planning. Evidently a lot of housewives read the article and had questions to ask. So they telephoned like mad — and nearly drove the poor family, whose number had been used in error — very mad indeed.

Companion used this amusing story, with pictures of the family involved — and confession of error — to prove high readership. End result was sale of more advertising space!

Comment: Mailers featuring case histories (even of errors) find they are good sales "tools".

SOMETHING NEW. Cinex, Inc., New York City, has a new, fairly inexpensive direct mail attention-getter. It's a device consisting of a four-inch unbreakable record, a one-piece playing arm and table of heavy coated stock, and a needle-amplifier. Called "SOUND-O-GRAM," the unit is completely self-contained. It is mailed flat in a standard #10 envelope. So easy to set up even a child can do it in seconds. The unit carries a recorded sales message and a printed sales message as well. Good idea!

YOU'RE INVITED . . .

Once again you're invited to send samples of your own promotions for comment . . . in this column or by mail.

"Common Sense... is not common."

Voltaire

Common sense says you should write to *one* person, not to a shapeless multitude.

Yet, how uncommon it is to receive a direct mail letter you can feel was meant for you!

Every Reply-O-Letter you've ever received was truly meant for you. Your name appears at the top where it should be. Your name is pre-signed for you on the Built-In reply card. Your name beckons to you through the window of the mailing envelope. And, as you know, all this is done with but a single addressing operation!

Further, Reply-O-Letter users have free call on our creative staff — talented writers skilled in making mass mailings seem like personal letters between two people who are interested in each other.

It's just common sense to call us in if you have a continuing need for good, resultful direct mail.

23rd year of Service to organizations in every field
INVESTORS PLANNING CORPORATION
NATIONAL ASSOC. OF CREDIT MEN
LONG ISLAND COLLEGE HOSPITAL
MUTUAL LIFE OF NEW YORK
U.S. CAMERA MAGAZINE
THE BORDEN COMPANY
REMINGTON RAND
WESTINGHOUSE

the
reply-o-letter

7 CENTRAL PARK WEST
NEW YORK 23, N. Y.
CIRCLE 5-8118

Sales Offices:
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO

Modern SALES TOOLS



ZIP-MASTER



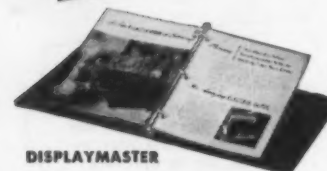
LOOKMASTER



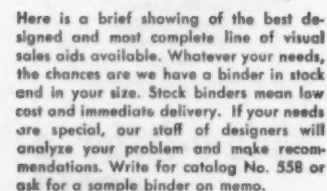
VIEWMASTER



SHOWMASTER



NOTE-MASTER



DISPLAYMASTER

Here is a brief showing of the best designed and most complete line of visual sales aids available. Whatever your needs, the chances are we have a binder in stock and in your size. Stock binders mean low cost and immediate delivery. If your needs are special, our staff of designers will analyze your problem and make recommendations. Write for catalog No. 558 or ask for a sample binder on memo.

Sales Tools, Inc.

1734 WEST WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

Sales Promotion Idea File

BY LARRY SCHWARTZ
Mktg. Consultant and President,
Wexton Advertising Agency

TWO OUTSTANDING TIE-IN OPPORTUNITIES

One of the most successful musical comedies in all history, "My Fair Lady," is licensing a limited number of manufacturers to use the name and tie-in. Sam Goldwyn reputedly offered \$1,500,000 for the movie rights, an indication of how hot this property is. The tie-in is ideal for apparel, jewelry, etc. Contact Syd Rubin at CBS Television Enterprises, 501 Madison Ave., New York 22.

The Campbell Soup people will allow certain products to use the Campbell kids as a decorative feature on merchandise and packaging, without charge. A tremendous new Campbell campaign, featuring the kids, is breaking this month. For full information, write to William B. Hackenberg, Campbell Soup Co., 100 Market St., Camden, N. J.

LP RECORD GETS SALES ACTION

Hudson Pulp and Paper Corp. sent documentary recording specialist to interview paper jobber salesmen on their gummed tape gripes. Startlingly realistic testimony was incorporated into LP record and mailed to 3,500 salesmen to help introduce new, odorless, cold-proof adhesive. Salesmen's response reported "outstanding." For sample, write to Legend Recordings, 425 West 57th St., New York 19. Another documentary recording by Legend, based on the sounds of New York, was just awarded top world honors at the International Radio Festival in Rimini, Italy. Here's a truly creative source for sales promotion in sound.

IMPROVED STEREO SALES AID

Biggest drawback to popular hand viewers for 3-D slides is that they must be loaded and viewed one slide at a time. The Airequipt Stereo Theater uses pre-loaded magazines, holding 24 slides, for a table-top stereo show of your product or service. Biggest advantage: slide shows can be pre-arranged to fit your sales story to your customer. Added advantage: unit has a carry case which includes room for two additional magazines, operates on its own batteries or on AC-DC current. Unit alone, \$29.95, case extra. Full details: Airequipt Mfg. Co., Inc., 20 Jones St., New Rochelle, N. Y.

NEWSPAPER AS SALES PROMOTION MEDIUM

As a part of its regular printing run for the September 24 edition, the *New York Herald Tribune* stopped the presses, put on plates for a 16-page "printacular" ad for *McCall's Magazine*, featuring the famous "Togetherness" theme, and ran off 11,000 copies of the paper. The next morning 11,000 advertising prospects received a copy of

New York to Chicago—\$15 a booth! Ship UNITED!



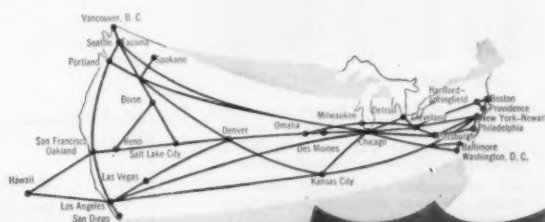
COLLAPSIBLE SHOW BOOTHS and sales displays can be used in one city today and in another city tomorrow. Just ship them overnight on United's 300-mph DC-6A "Big Lift" Cargoliners. Cost for 200-lb. shipment, New York to Chicago—\$15*.

Examples of United's low Air Freight rates

	per 100 pounds*
CHICAGO to CLEVELAND	\$4.78
NEW YORK to DETROIT	\$5.90
DENVER to OMAHA	\$6.42
SEATTLE to LOS ANGELES	\$9.80
PHILADELPHIA to PORTLAND	\$24.15
SAN FRANCISCO to BOSTON	\$27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

YOU'RE DOUBLY SURE ON UNITED—Space for your shipment on the flight you want is guaranteed by Reserved Air Freight. . . . Weather-mapping radar on United's DC-6As helps assure that your shipment will arrive on schedule. . . . There's assurance, too, in United's round-the-clock cargo schedules and in United's kid glove cargo handling procedures.



SHIP FAST...SHIP SURE...SHIP



For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

FREE CATALOG of New SALES TRAINING FILMS



Yours for the asking... this complete listing of available business films... for sales training, and other categories, too. COMPLETE RENTAL AND PROJECTION SERVICE IN ST. LOUIS AND 40 OTHER MAJOR CITIES

SWANK'S INC.

Ray Swank, Pres.

621 N. SKINKER • ST. LOUIS 5, MO.
Parkview 7-3630

How to Focus and Hold Audience Attention



ORAVISUAL WHITEBOARD EASEL

- Helps to clarify, emphasize and dramatize ideas for better understanding.
- Use large paper writing pads. No need to erase valuable conference notes.
- All aluminum. Folds up small like magic for easy carrying or storage.
- All purpose—also ideal for turn-over charts and cardboard charts.
- Thousands in use the world over. Many other models available. Also Folding Flannel Boards, Lecterns, etc. Write for catalog.

FREE 24 page pictorial booklet No. S18
HOW TO MAKE A CHART PRESENTATION

ORAVISUAL CO., INC.

Box 609 A St. Petersburg 2, Fla.

Sales Promotion Idea File

the *Tribune* with a buck-slip asking "Have you seen pages 15-30?" For reprint, contact the man who conceived the idea, George H. Allen, Director of Sales Promotion, *McCall's*, 230 Park Avenue, New York.

FREE LISTING OF YOUR RETAILERS

Esquire magazine is offering a unique local merchandising tie-in to every advertiser who uses 1/2 page or more in the June, July or December issues in 1957. A footnote beneath your ad will refer the reader to a listing of the phone numbers of *Esquire* Shopping Counselors in 115 major cities. Reader will be able to call his local Counselor and learn the names of at least five dealers who carry your advertised product. For further information, write Jerry Jontry, *Esquire*, 488 Madison Ave., New York 22.

SALES PROMOTION TRADE SHOW

Send for your tickets to the fifth annual Advertising Essentials Show and save registration time. Nov. 19-21, Statler Hotel, New York City. Write to Tom Noble, 139 East 39th Street, New York.

COUPON IN SUPERMARKET AD DOUBLES SALES

Kansas City supermarket chain scheduled full-page ad for Viking-Sloane miracle cleaning cloths, agreed at the last minute to include mail order coupon as a test. Mail orders equaled strong in-store business, were handled easily by one clerk. Can you get more sales out of your co-op ad dollars by including a coupon in store ads?

KEEP YOUR SALESMEN ON THEIR TOES

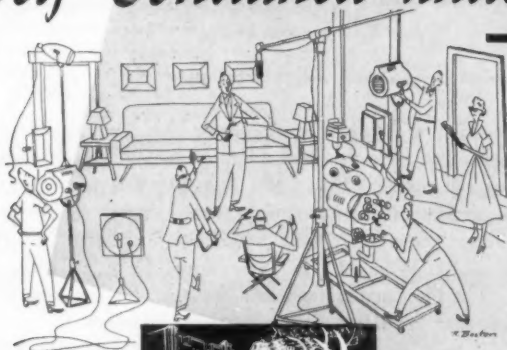
Many large companies are buying subscriptions to *American Salesman* magazine for every man on their own or jobbers' sales forces. This monthly digest is filled with "how to" articles and inspiring anecdotes, written by outstanding sales leaders. Subscriptions \$5 per year. For complimentary copy write to Michael Gore, publisher, *American Salesman*, 49 West 57th St., New York 19.

- **SALES PROMOTION IDEA FILE** is a review of sales-producing tools and ideas, designed to stimulate the thinking of sales-minded executives. Contributions to this column should be sent to Larry Schwartz, c/o SALES MANAGEMENT, 386 Fourth Avenue, New York 16. Where possible, attach sample and description of results. Mr. Schwartz will answer inquiries regarding sources of specific sales promotion materials.

MOTION PICTURE

planning
writing
editing
animation
screen plays
cartoons
special effects
stages and studios
distribution

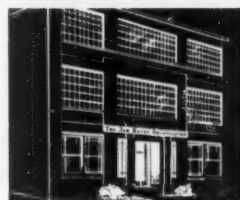
Self-Contained under One Management



DRAMATIC
MOTION
PICTURES



ART CHARTS,
GRAPHICS,
SLIDES AND
SLIDEFILMS



ANIMATED
DRAWINGS,
TRAINING
DEVICES
AND
PROJECTORS

VISUALIZATIONS • MOTION PICTURES • DRAMATIZATIONS
PRESENTATIONS • SLIDEFILMS • TRAINING ASSISTANCE

You save time, money, effort and worry, you get a completely integrated motion picture ... to dramatize products ... to activate programs ... to inspire action when you use One-Stop Service.

Here you'll find modern, professional facilities for every phase of motion picture production and every type of visual presentation.

Dealing with one self-contained organization saves confusion, places the responsibility at a single source—nothing farmed out. Get all the specialized help you need in one easy step! Write or phone

The **JAM HANDY**
Organization

NEW YORK 19 1775 Broadway	DETROIT 11 2821 E. Grand Blvd.	CHICAGO 1 230 North Michigan Ave.
OFFICES		
DAYTON 2 310 Talbott Bldg.	PITTSBURGH 22 Gateway Center	HOLLYWOOD 28 1482 Ridgewood Place

Catalog of Business Films

The Sales Promotion Executives Association, Inc., with an assist from leading film producers, makes available hundreds of business films on loan basis to qualified executives.

One of the early discoveries of both the National Sales Promotion Executives Association and its affiliated local chapters was that the planning, distribution and use of business films was of almost universal interest to members. It is a function common to most sales promotion programs.

The national headquarters polled members to find which of their films would be made available on a loan basis to other members. The questionnaire requested full data on each film—a synopsis, an outline of the purpose and the type of audience for which it is best suited.

Because the interest in films designed for showings before distributors, dealers, salesmen, the general public and special groups (engineers, nurses, architects) transcends the present membership of the Sales Promotion Executives Association, the officers and directors of SPEA accepted SALES MANAGEMENT's invitation to run a complete listing of members' films available on a loan basis.

The listings and descriptions which follow are divided into two groups:

1. Listed alphabetically by companies are approximately 100 films which are available on loan to members of SPEA.
2. Leading *producers* of films were invited to list films of their making which are available on loan to any business organization they consider qualified.

The Sales Promotion Executives Association, with William R. Kelly of Sinclair Refining Co., president, has as a major purpose, to foster the exchange of ideas, data and knowledge among sales promotion executives on an infinite variety of sales promotion problems. Local chapters, affiliated with national SPEA, are operating in New York, Chicago, Los Angeles, Philadelphia, Boston and Pittsburgh, and others are in the process of formation.

Executives, regardless of precise title, who fill the

function of sales promotion executives, are eligible for consideration as members. Dues are a nominal \$15 a year for the national body; \$20 and \$25 depending on the local chapter. If interested in joining, write Julian Ross, executive secretary, Sales Promotion Executives Association, 220 West 42d St., New York, N. Y.

The films and slides which are available through SPEA members are coded, following titles, as follows:

De = for dealers
Di = for distributors
S = for salesmen
C = for consumers
Pr = for public relations
E = for entertainment

Some films are difficult to classify. For example, one company's "consumers" could be another company's "dealers" or "distributors": Remington Rand Division of Sperry Rand Corp., and International Business Machines Corp. have films designed for showing before *their* buyers (manufacturers, retailers, service organizations, government bodies) and such films are listed as appealing to "consumers," whereas "consumers" to John H. Breck, Inc. (shampoos) means women.

Readers of SALES MANAGEMENT who take advantage of the following offers to borrow films without charge must meet these simple restrictions:

1. The borrower must agree to return all films and slides within the time limits specified.
2. The borrower must pay shipping charges both ways.

The first group of films, starting with Admiral Corp. and ending with Whirlpool-Seeger Corp., were made for SPEA members, and are available unless otherwise stated only to companies that have a member in the Sales Promotion Executives Association.

Automation in Television**De-Di-S-C-Pr**

SYNOPSIS: Shows automatic assembly of printed circuit boards used in TV and radio.

DATA: 16 mm. sound movie, color, B & W, 10 mins.

LOAN PERIOD: 7 days

WRITE TO: Martin Sheridan, Admiral Corp., 1191 Merchandise Mart, Chicago 54, Ill.

Miracle of Wood**De-S-C**

SYNOPSIS: Manufacturing of plywood.

DATA: 16 mm. sound movie, color, 30 mins.

LOAN PERIOD: 2 days

WRITE TO: Clarence Kohnke, Aetna Plywood & Veneer Co., 1731 Elston Ave., Chicago 22, Ill.

Baylavan**De-S**

SYNOPSIS: From forest to finished product on Philippine mahogany lumber and plywood.

DATA: 16 mm. sound movie, color, 1 hr.

LOAN PERIOD: 2 days

WRITE TO: Clarence Kohnke, Aetna Plywood & Veneer Co. 1731 Elston Ave., Chicago 22, Ill.

How Movie Ads Are Made**Di-S**

SYNOPSIS: A tour through the world's largest theater and TV film commercial studios—casting, shooting, etc.

DATA: 16 mm. and 35 mm. sound movie, color, 8 mins.

LOAN PERIOD: 14 days

WRITE TO: W. A. Hillhouse, Alexander Film Co., Colorado Springs, Colo.

A Study & Analysis of Theater Screen Advertising**Di-S**

SYNOPSIS: Reporting significant facts from Sindlinger & Company's continuing research on moviegoing and movie ads.

DATA: 16 mm. and 35 mm. sound movie, color, 7 1/2 mins.

LOAN PERIOD: 14 days

WRITE TO: W. A. Hillhouse, Alexander Film Co., Colorado Springs, Colo.

New Horizons in Aluminum Brazing**S**

SYNOPSIS: Covers furnace, torch and tip brazing of aluminum. Describes process, demonstrates techniques and discusses use of each process. Current technology is detailed.

DATA: 16 mm. sound movie, color, 28 mins.

LOAN PERIOD: 1-5 days

WRITE TO: Arthur C. Jack, Jr., Aluminum Company of America, 1501 Alcoa Building, Pittsburgh 19, Pa.

Welding Advances with Aluminum**S**

SYNOPSIS: An "interim" report which describes modern developments in inert gas, shielded arc welding of aluminum. The film deals with both the tungsten arc and consumable electrode welding processes, etc.

DATA: 16 mm. sound movie, color, 28 mins.

LOAN PERIOD: 1-5 days

WRITE TO: Arthur C. Jack, Jr., Aluminum Company of America, 1501 Alcoa Building, Pittsburgh 19, Pa.

Tankers Away**De-Di-S**

SYNOPSIS: Life aboard a tanker.

DATA: 16 mm. color sound movie, 26 mins.

LOAN PERIOD:

WRITE TO: James L. Fagan, The Atlantic Refining Co., 260 So. Broad St., Philadelphia, Pa.

Fire Control in Petroleum Marketing**De-Di-S**

SYNOPSIS: Fire fighting and training in oil industry.

DATA: 16 mm. sound movie, color, 26 mins.

LOAN PERIOD:

WRITE TO: James L. Fagan, The Atlantic Refining Co., 260 So. Broad St., Philadelphia, Pa.

Site Selection in Competitive Market**Di-S**

SYNOPSIS: Selection of service station sites.

DATA: 16 mm. sound movie, color, 26 mins.

LOAN PERIOD:

WRITE TO: James L. Fagan, The Atlantic Refining Co., 260 So. Broad St., Philadelphia, Pa.

Journey of a Tree**De-Di-S-C-Pr-E**

SYNOPSIS: How furniture is made.

DATA: 16 mm. sound movie, color, 26 mins.

LOAN PERIOD: 1 week

WRITE TO: Daniel C. Brown, T. Baumritter Inc., 171 Madison Ave., New York 16, N. Y.

Heating Electrically**De-Di-S-C**

SYNOPSIS: Electric heating advantages.

DATA: 16 mm. sound slide, color, 18 mins.

LOAN PERIOD: 10 days

WRITE TO: Stanley B. Aronson, Berko Electric Mfg. Corp., 212-40 Jamaica Ave., Queens Village 28, N. Y.

Dear Nancy**De-Di-S-C-E**

SYNOPSIS: Life in New England (1800-1850).

DATA: 16 mm. sound color movie, 28 mins.

LOAN PERIOD: 5 days

WRITE TO: John M. Fitzgerald, John H. Breck, Inc., 115 Dwight St., Springfield 3, Mass.

Cardox Fire Extinguishing Systems**Pr**

SYNOPSIS: Animated description of operation of Cardox Fire Extinguishing System, etc.

DATA: 16 mm. movie—1/2 color, 1/2 B & W, 40 mins. (2 reels—20 mins. each)

LOAN PERIOD: 7 days

WRITE TO: Felix C. Rodgers, Cardox Corp., 307 No. Michigan Ave., Chicago 1, Ill.

The Roof That Can't Rain Fire**De-Di-S**

SYNOPSIS: Shows actual fire tests made on Carey's Fire-Chex Asbestos Plastic Vapor Barrier, which provides fire protection for built-up roofing.

DATA: 16 mm. B & W sound movie, 20 mins.

LOAN PERIOD:

WRITE TO: Advertising Department, Philip Carey Mfg. Co., Lockland St., Cincinnati 15, Ohio

Prescription for Performance**De-Di-S**

SYNOPSIS: How to take care of outboard motor boat engines.

DATA: 16 mm. B & W slide, 15 mins.

LOAN PERIOD: 7 days

WRITE TO: E. F. R. Horner, Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio

Gold Mine on Wheels**De-Di-S**

SYNOPSIS: How to merchandise spark plugs and related items "by getting under the hood."

DATA: 16 mm. B & W sound slide, 15 mins.

LOAN PERIOD: 7 days

WRITE TO: E. F. R. Horner, Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio

Racing Champions**De-Di-S-E**

SYNOPSIS: 1952 Indianapolis "500" race, plus the Gold Cup and President's Cup Regatta, etc.

DATA: 16 mm. sound movie, color, 27 mins.

LOAN PERIOD: 7 days

WRITE TO: E. F. R. Horner, Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio

Spark Plug Servicing**De-Di-S**

SYNOPSIS: Shows proper installation and cleaning procedure.

DATA: 16 mm. slides, B & W, 15 mins. with sound.

LOAN PERIOD: 7 days

WRITE TO: E. F. R. Horner, Champion Spark Plug Co., 900 Upton Ave., Toledo 1, Ohio

Camera Tour of Cities Service**De-Di-S-Pr**

SYNOPSIS: All phases of cooperation.

DATA: 16 mm. sound movie, color, 15 mins.

LOAN PERIOD: 10 days

WRITE TO: R. Keck, Cities Service Oil Co., 60 Wall St., New York 5, N. Y.

Choosing the Right Valve**De-Di-S**

SYNOPSIS: Two plant operating men with different ideas on valves are shown a film covering the basics of valves, their many variations, and their proper use.

DATA: 16 mm. sound movie, B & W, 35 mins.

LOAN PERIOD: 2 days

WRITE TO: C. J. Michael, Crane Co., 836 So. Michigan Ave., Chicago, Ill.

How You Can Make More Money with Direct Mail Advertising**De-Di-S-Pr**

SYNOPSIS: Ten basic low-budget successful direct mail stories, illustrating some of the jobs direct mail advertising can do for you.

DATA: Color slide with sound, 17 mins.

LOAN PERIOD: 10 days

WRITE TO: Direct Mail Advertising Association, Inc., George V. Ramage, 3 E. 57th St., New York 22, N. Y.

It Never Rains Oil**Pr**

SYNOPSIS: Problems and business risks involved in oil well drilling.

DATA: 16 mm. sound movie, color, 18 mins.

LOAN PERIOD: 14 days

WRITE TO: R. Carter W. Jones, E. I. du Pont de Nemours & Co. (Inc.), 1300 Market St., Wilmington 98, Del.

Pipeline on Wheels**De-Di-S-C-Pr**

SYNOPSIS: Safety in gasoline.

DATA: 16 mm. sound movie, color, 26 mins.

LOAN PERIOD: 14 days

WRITE TO: R. Carter W. Jones, E. I. du Pont de Nemours & Co. (Inc.), 1300 Market St., Wilmington 98, Del.

What Makes a Gasoline Good**De-Di-S-C-Pr**

SYNOPSIS: Difference between regular and premium gasolines.

DATA: 16 mm. sound movie, color, 17 mins.

LOAN PERIOD: 14 days

WRITE TO: R. Carter W. Jones, E. I. du Pont de Nemours & Co. (Inc.), 1300 Market St., Wilmington 98, Del.

When the Customer Says 'Knock'**De-Di-S-C-Pr**

SYNOPSIS: Causes of engine knock which have nothing to do with gasoline quality.

DATA: 16 mm. sound movie, color, 17 mins.

LOAN PERIOD: 14 days

WRITE TO: R. Carter W. Jones, E. I. du Pont de Nemours & Co. (Inc.), 1300 Market St., Wilmington 98, Del.

Flying with Arthur Godfrey**Pr-C**

SYNOPSIS: What goes on behind the scenes in getting a flight from New York to Miami (available to any organization).

DATA: 16 mm. sound movie, color, 47 mins.

WRITE TO: E. M. Van Duzen, Eastern Airlines, Inc., 10 Rockefeller Plaza, New York 20, N. Y.

Fabrics from Modern Masters**De-Di-S-C-Pr-E**

SYNOPSIS: Visits with famous artists Picasso, Leger, Dufy, Miro and Chagall and how their prints were put on cotton, to show how a great textile promotion was done.

DATA: 16 mm. sound movie, color, 22 mins.

LOAN PERIOD: 3 days

WRITE TO: Marcelle Feybush, Fuller Fabrics, 1407 Broadway, New York 18, N. Y.

Let's Face It**Di**

SYNOPSIS: For technical audiences interested in architecture, engineering and manufacture of clay products.

DATA: 16 mm. sound movie, color, 20 mins.

WRITE TO: Allan Paul, Gladding, McBean & Co., 2901 Los Feliz Blvd., Los Angeles 39, Cal.

The Art of Keramos**De-C-E**

SYNOPSIS: The story of dinnerware.

DATA: 16 mm. sound movie, color, 22 mins.

LOAN PERIOD:

WRITE TO: Allan Paul, Gladding, McBean & Co., 2901 Los Feliz Blvd., Los Angeles 39, Cal.

For Now and Forever**De-Di-S-C-Pr-E**

SYNOPSIS: Home remodeling with ceramic clay giving host of ideas for planning modern bathrooms and kitchens—also activities along production lines in tile factory.

DATA: 16 mm. sound movie, color, 30 mins.

LOAN PERIOD: Unlimited days

WRITE TO: Allan Paul, Gladding, McBean & Co., 2901 Los Feliz Blvd., Los Angeles 39, Cal.

Duck Hunting Time**S-E**

SYNOPSIS: Filmed in Minnesota, it is filled with action shots of ducks and geese in flight with many excellent close-ups.

DATA: 16 mm. sound movie, color, 18 mins.

LOAN PERIOD: 7 days

WRITE TO: Public Relations Department, Theo. Hamm Brewing Co., 720 Payne Ave., St. Paul 1, Minn.

Fishing in the Land of Sky Blue Waters**E**

SYNOPSIS: Excellent action shots covering fishing for many types of fish, etc.

DATA: 16 mm. sound movie, color, 20 mins.

LOAN PERIOD: 7 days

WRITE TO: Public Relations Department, Theo. Hamm Brewing Co., 720 Payne Ave., St. Paul 1, Minn.

Refreshingly Yours**De-Di-S-C-Pr-E**

SYNOPSIS: This is a complete tour of the Hamm Brewery in St. Paul, shows the entire brewing operation.

DATA: 16 mm. sound movie, color, 16 mins.

LOAN PERIOD: 7 days

WRITE TO: Public Relations Department, Theo. Hamm Brewing Co., 720 Payne Ave., St. Paul 1, Minn.

From Pines to Paper**De-Di-S-C-Pr-E**

SYNOPSIS: Describes the paper-making process at Hudson.

DATA: 16 mm. sound movie, color, 42 mins. Shorter version 26 mins.

LOAN PERIOD: 5 days

WRITE TO: Donald R. Jagoda, Hudson Pulp & Paper Corp., 477 Madison Ave., New York 22, N. Y.

Background for Home Decoration**C**

SYNOPSIS: Cites briefly wallpapers' history, shows "before" and "after" shots, etc.

DATA: 16 mm. sound movie, color, 20 mins.

LOAN PERIOD: 7 days

WRITE TO: R. E. Davis, Imperial Paper & Color Corp., Glens Falls, N. Y.

Direct Line to Decision**C-Pr**

SYNOPSIS: The down-to-earth story of electronics at work in the American business office.

DATA: 16 mm. sound movie, color, 22 mins.

LOAN PERIOD: 2 weeks, including shipping

WRITE TO: Gordon Smith, International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.

The Right Track**Pr-C**

SYNOPSIS: Story of a young woman combining her natural intelligence with her secretarial training to get her first job.

DATA: 16 mm. sound movie, color, 18 mins.

LOAN PERIOD: 2 weeks

WRITE TO: Gordon Smith, International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.

Electric Typing Time**Pr-C**

SYNOPSIS: To show teachers fundamentals of correct electric operation.

DATA: 16 mm. sound movie, color, 20 mins.

LOAN PERIOD: 2 weeks

WRITE TO: Gordon Smith, International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.

Piercing the Unknown**Pr-C**

SYNOPSIS: Down-to-earth story of electronics at work in business offices.

DATA: 16 mm. sound movie, color, 22 mins.

LOAN PERIOD: 2 weeks

WRITE TO: Gordon Smith, International Business Machines Corp., 590 Madison Ave., New York 22, N. Y.

Help Wanted**S-C-Pr**

SYNOPSIS: Fundamentals of first aid.

DATA: 16 mm. sound movie, B & W, 32 mins.

LOAN PERIOD: For a specific showing

WRITE TO: W. E. Sawyer, Johnson & Johnson, New Brunswick, N. J.

Bathing Time for Baby**S-C-Pr**

SYNOPSIS: Shows how to bathe a baby.

DATA: 16 mm. sound movie, color, 12 mins.

LOAN PERIOD: For specific showing

WRITE TO: W. E. Sawyer, Johnson & Johnson, New Brunswick, N. J.

Bandages and Bullets**S-C-Pr-E**

SYNOPSIS: Creates an awareness of the essentiality of first aid in the home.

DATA: 16 mm. sound movie, color, 30 mins.

LOAN PERIOD: For specific showing

WRITE TO: W. E. Sawyer, Johnson & Johnson, New Brunswick, N. J.

Cavalcade of Sports**De-Di-S-E**

SYNOPSIS: Variety of action sports clips.

DATA: 16 mm. sound movie, B & W, 40 mins.

LOAN PERIOD: 7 to 14 days

WRITE TO: Jerome A. Moss, Kessler-Gallagher & Burton Divisions, Seagram Distillers Co., 405 Lexington Ave., New York 17, N. Y.

Saloon to Salon**De-Di-S**

SYNOPSIS: Shows evolution of old-time saloon to present-day handsomely decorated cocktail lounges. Shows liquor salesman that he is part of a very sound business operation.

DATA: 16 mm. sound movie, color, 30-40 mins.

LOAN PERIOD: 7 to 14 days

WRITE TO: Jerome A. Moss, Kessler-Gallagher & Burton Divisions, Seagram Distillers Co., 405 Lexington Ave., New York 17, N. Y.

How to Catch a Cold (Kleenex)**C-Pr-E**

SYNOPSIS: Health Suggestions—"Common Cold."

DATA: 16 mm. sound movie, color, animated—W. Disney, 10 mins.

LOAN PERIOD: 15 days

WRITE TO: Miss Marion Jones, Kimberly-Clark Corp.—Cellucotton Div., 919 No. Michigan Ave., Chicago, Ill.

The Woodland Story**Pr-E**

SYNOPSIS: Cutting timber for pulp and transportation.

DATA: 16 mm. sound movie, color, 20 mins.

LOAN PERIOD: 15 days

WRITE TO: Miss Marion Jones, Kimberly-Clark Corp.—Cellucotton Div., 919 No. Michigan Ave., Chicago, Ill.

The Story of Menstruation (Kotex)**C-Pr**

SYNOPSIS: Advice to young girls of premenstruation age.

DATA: 16 mm. sound movie, color, 10 mins.

LOAN PERIOD: 15 days

WRITE TO: Miss Marion Jones, Kimberly-Clark Corp.—Cellucotton Div., 919 No. Michigan Ave., Chicago, Ill.

The Buy Word**S**

SYNOPSIS: Training driver route salesman in selling retail customers.

DATA: 35 mm. sound slides, color, 14 mins.

LOAN PERIOD: 10 days

WRITE TO: Fred F. Drucker, Krim-Ko Corp., 4830 So. Christiana Ave., Chicago 32, Ill.

Extra Measure**De-Di-S-C-Pr**

SYNOPSIS: Krim-Ko's quality story.

DATA: 35 mm. sound slide, color, 9 mins.

LOAN PERIOD: 10 days

WRITE TO: Fred F. Drucker, Krim-Ko Corp., 4830 So. Christiana Ave., Chicago 32, Ill.

The Perfect Parallel**C**

SYNOPSIS: History of production and use of plate glass in America.

DATA: 16 mm. sound movie, color, 26 mins.

LOAN PERIOD:

WRITE TO: A. M. Young, Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio

Streamline with the Lily Line**S**

SYNOPSIS: Story of paper service at the fountain.

DATA: 35 mm. sound slide filmstrip, 15 mins.

LOAN PERIOD: 5 days

WRITE TO: Dan Caust, Lily-Tulip Cup Corp., 122 E. 42 St., New York 17, N. Y.

Paper, Guardian of Health**S-C**

SYNOPSIS: Story of paper-making—Lily products and markets.

DATA: Color trailer, 35 mins.

LOAN PERIOD: 5 days

WRITE TO: Dan Caust, Lily-Tulip Cup Corp., 122 E. 42 St., New York 17, N. Y.

Here's How**S**

SYNOPSIS: Selling water cups.

DATA: 35 mm. sound slide filmstrip, 25 mins.

LOAN PERIOD: 5 days

WRITE TO: Dan Caust, Lily-Tulip Cup Corp., 122 E. 42 St., New York 17, N. Y.

In-Plant Feeding Pays**S-C**

SYNOPSIS: The in-plant feeding market.

DATA: 35 mm. sound slide filmstrip

LOAN PERIOD: 5 days

WRITE TO: Dan Caust, Lily-Tulip Cup Corp., 122 E. 42 St., New York 17, N. Y.

Let There Be Light**De-Di-S-C-Pr-E**

SYNOPSIS: Dramatically points out the evils of poor lighting and the many advantages of a good street lighting system.

DATA: 16 mm. sound movie, color, 18 mins.

LOAN PERIOD: 5 days

WRITE TO: A. R. Waehner, Line Material Co., 780 W. Michigan St., Milwaukee 1, Wis.

Port of Los Angeles Latitude North 34° Longitude West 118° Pr-E

SYNOPSIS: Historical background of the port up to the present \$150,000,000.

DATA: 16 mm. sound movie, color, 39½ mins.

LOAN PERIOD:

WRITE TO: Clancy Daymore, Harbor Dept., L.A., 1300 City Hall, Los Angeles 12, Cal.

Cake Decorating C

SYNOPSIS: Norman Wilton, the nation's leading authority on cake decorating, demonstrates the basic techniques as well as some of the spectacular effects that can be accomplished with time and practice.

DATA: 16 mm. sound movie, B & W, 5 mins.

LOAN PERIOD: Not stated

WRITE TO: George H. Allen, McCall Corp., 230 Park Ave., New York, N. Y.

20 New Hairdos C

SYNOPSIS: Pictures hair styles created by five of the nation's leading hair stylists.

DATA: 16 mm. sound movie, B & W, 5 mins.

LOAN PERIOD: Not stated

WRITE TO: George H. Allen, McCall Corp., 230 Park Ave., New York, N. Y.

Automation Is in the Home C

SYNOPSIS: Coincides with McCall's May 1956 feature devoted to revolution in cooking and shows the new electronic range as well as top-of-stove thermostat-controlled gas ranges.

DATA: 16 mm. sound movie, color, 6½ mins.

LOAN PERIOD: Not stated

WRITE TO: George H. Allen, McCall Corp., 230 Park Ave., New York, N. Y.

Color Cues for Better Living De-C-Pr-E

SYNOPSIS: To help home owners with their decorating problems.

DATA: 16 mm. sound movie, color, 20 mins.

LOAN PERIOD: 6 days

WRITE TO: Michael F. Twomey, Jr., The O'Brien Corp., 2001 W. Washington Ave., South Bend 21, Ind.

Alki-Therm, New Frontier in Wall Paint De-Di-S-C-Pr-E

SYNOPSIS: How paint is made.

DATA: 16 mm. sound movie, color, 20 mins.

LOAN PERIOD: 6 days

WRITE TO: Michael F. Twomey, Jr., The O'Brien Corp., 2001 W. Washington Ave., South Bend 21, Ind.

Onan on Safari De-Di-S-C-E

SYNOPSIS: Production filmed in Africa depicting use of Onan plants on Commander Gatti's expedition.

DATA: 16 mm. sound movie, color, 25 mins.

LOAN PERIOD: 2-4 days

WRITE TO: George R. Burda, D. W. Onan & Sons, Inc., 2515 University Ave., S.E., Minneapolis 14, Minn.

Minnesota, USA De-Di-S-C-E

SYNOPSIS: The story of D. W. Onan & Sons, Inc.

DATA: 16 mm. sound movie, B & W, 15 mins.

LOAN PERIOD: 2-4 days

WRITE TO: George R. Burda, D. W. Onan & Sons, Inc., 2515 University Ave., S.E., Minneapolis 14, Minn.

Alaskan Adventure De-Di-S-C-E

SYNOPSIS: Travelog of the Arctic use of Onan electric plants in that area.

DATA: 16 mm. sound movie, color, 27 mins.

LOAN PERIOD: 2-4 days

WRITE TO: George R. Burda, D. W. Onan & Sons, Inc., 2515 University Ave., S.E., Minneapolis 14, Minn.

Onan Power on the Job De-Di-C

SYNOPSIS: Shows various uses of Onan.

DATA: 16 mm. sound movie, color, 12 mins.

LOAN PERIOD: 2-4 days

WRITE TO: George R. Burda, D. W. Onan & Sons, Inc., 2515 University Ave., S.E., Minneapolis 14, Minn.

Sales Catchers De-Di-S-C

SYNOPSIS: Importance of point-of-purchase displays and the need for incorporating this medium in the over-all advertising planning.

DATA: 35 mm. slide, color, 15 mins.

LOAN PERIOD: 10-14 days

WRITE TO: Norton B. Jackson, Point-of-Purchase Advertising Institute, 11 W. 42 St., New York 36, N. Y.

Univac S-C-Pr

SYNOPSIS: The electronic computer and its application to business, government and industry.

DATA: 16 mm. sound movie, B & W, 20 mins.

LOAN PERIOD: 10 days

WRITE TO: Alan D. Meacham, Remington Rand Division of Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y.

What's New with Univac? S

SYNOPSIS: Magnetic core storage in the Univac II system and its benefit to the user.

DATA: 16 mm. color slide, sound accompaniment, 13 mins.

LOAN PERIOD: 10 days

WRITE TO: Alan D. Meacham, Remington Rand Division of Sperry Rand Corp., 315 Fourth Ave., New York 10, N. Y.

The Things People Want De-Di-S

SYNOPSIS: A basic review of buying motives.

DATA: 16 mm. B & W sound movie, 25 mins.

LOAN PERIOD: 7 days

WRITE TO: W. A. Hennekey, Ritter Co., Inc., 400 West Ave., Rochester, N. Y.

Ronson Lights the Way De-Di

SYNOPSIS: Distributor-sales meeting film on sales promotion and advertising program.

DATA: 35 mm. color slide strip with sound, 15 mins.

LOAN PERIOD: 7 days

WRITE TO: Dr. Robert Lloyd Cantor, Ronson Corp., 31 Fulton St., Newark, N. J.

Allen Funk puts Candid Camera to Interviewing Ronson Users De-Di

SYNOPSIS: Candid interviews.

DATA: 16 mm. movie with sound, B & W, 25 mins.

LOAN PERIOD: 7 days

WRITE TO: Dr. Robert Lloyd Cantor, Ronson Corp., 31 Fulton St., Newark, N. J.

Sales Promotion, or Shaping Thoughts De-Di-S

SYNOPSIS: Points out that retailers' thoughts can and should be shaped by the modern salesman through intelligent suggestion on use of good sales promotion techniques in use of window, shelf, counter and floor displays.

DATA: 16 mm. movie, color, 18 mins.

LOAN PERIOD: 7 days

WRITE TO: John T. Madden, Jr., Seagram Distillers Co., 405 Lexington Ave., New York 17, N. Y.

What is Merchandising? (Part 1—"What History Knows") De-Di-S

SYNOPSIS: Traces history of merchandising from 1800-1953, explains how American merchandising is the tool enabling distributive processes to balance increasing production, and shows how merchandising is used to present goods to public in persuasive and convincing way.

DATA: 16 mm. movie, B & W, 12 mins.

LOAN PERIOD: 7 days

WRITE TO: John T. Madden, Jr., Seagram Distillers Co., 405 Lexington Ave., New York 17, N. Y.

**What is Merchandising?
(Part II—"What the Salesman Knows") De-Di-S**

SYNOPSIS: Relates the salesman's realization of the importance of the account service function. Demonstrates the necessity of salesman knowledge of modern display in retail outlets.

DATA: 16 mm. movie, B & W, 12 mins.

LOAN PERIOD: 7 days

WRITE TO: John T. Madden, Jr., Seagram Distillers Co., 405 Lexington Ave., New York 17, N. Y.

"Fantailed Jet Action" or Grouse Hunting in Wisconsin C-E

SYNOPSIS: The story of a day's grouse shoot in the Wisconsin weed country.

DATA: 16 mm. sound movie, color, 16 mins.

LOAN PERIOD: 3 days

WRITE TO: John T. Madden, Jr., Seagram Distillers Co., 405 Lexington Ave., New York 17, N. Y.

No Stone Unturned De-S

SYNOPSIS: Illustrates what Sinclair is doing to help its dealers.

DATA: 16 mm. sound movie, color, 27 mins.

LOAN PERIOD: 1-time showing

WRITE TO: Sinclair Refining Co., 600 Fifth Ave., New York 20, N. Y.

500,000 to One C-E

SYNOPSIS: Illustrates the various destructive insects the farmer must fight against, etc.

DATA: 16 mm. sound movie, color, 25 mins.

LOAN PERIOD: 1-time showing

WRITE TO: Sinclair Refining Co., 600 Fifth Ave., New York 20, N. Y.

The Incredible Journey C-E

SYNOPSIS: Portrayal of the six murderous beliefs that take their deadly toll of life and happiness every day of the year.

DATA: 16 mm. sound movie, B & W, 27½ mins.

LOAN PERIOD: 1-time showing

WRITE TO: Sinclair Refining Co., 600 Fifth Ave., New York 20, N. Y.

The Best Man C-E

SYNOPSIS: A warm-hearted romantic story with a background of information about the latest machines and methods that contribute to better farming.

DATA: 16 mm. sound movie, color, 27 mins.

LOAN PERIOD: 1-time showing

WRITE TO: Sinclair Refining Co., 600 Fifth Ave., New York 20, N. Y.

Operation Sunkist Di-S

SYNOPSIS: Follows care of oranges from packing house to auction market, showing all sales steps.

DATA: 16 mm. movie, B & W, 28 mins.

LOAN PERIOD: 5 days

WRITE TO: Russell Anderson, Sunkist Growers, 707 W. 5th St., Los Angeles, Cal.

Seeing is Believing De-S-C-E

SYNOPSIS: Fantasy—use of Weldwood Plankwell paneling.

DATA: 16 mm. sound movie, color, 18 mins.

LOAN PERIOD: 2 days

WRITE TO: Richard J. Brown, U.S. Plywood Corp., 55 W. 44th St., New York 36, N. Y.

Just a Door? S

SYNOPSIS: Covers two of the Weldwood quality doors—accompanied by verbal sales pitch.

DATA: Color slides, 10-20 mins.

LOAN PERIOD: 2 days

WRITE TO: Richard J. Brown, U.S. Plywood Corp., 55 W. 44 St., New York 36, N. Y.

Overseas Run C-E

SYNOPSIS: All the excitement of an ocean crossing by air. Lindberg's 1927 flight is compared pictorially with a nonstop Paris flight in a modern Constellation.

DATA: 16 mm. sound movie, color, 27 mins.

LOAN PERIOD: Indefinite

NOTE: Trans World Airlines has a series of travel films, all 16 mm. in color, which are likewise available, including Flight to California, 27 mins.; Flight to the Sun Country, 27 mins.; Air Adventure to Europe, 31 mins.

WRITE TO: Robert I. Robinson, Trans World Airlines Inc., 380 Madison Ave., New York 17, N. Y.

Letter to a Pilot S-C

SYNOPSIS: Behind-the-scenes story of the job of a pilot and his crew—plus a trip through reservations, overhaul base, import control tower.

DATA: 16 mm. sound movie, color, 31 mins.

LOAN PERIOD: Indefinite

WRITE TO: Robert I. Robinson, Trans World Airlines Inc., 380 Madison Ave., New York 17, N. Y.

Washington Line Lumber and Hardware Dealer Displays De-Di-S-Pr

SYNOPSIS: Shows Washington Line Rolling Door Hardware, Come-To-You Storage Hardware, and Kitch'n-Handy Cabinet Attachment Displays, how they can help dealer to sell building products and display them effectively.

DATA: 16 mm. sound movie, color, 3 mins.

LOAN PERIOD: Indefinitely

WRITE TO: Ted Baker, Washington Steel Products, Inc., 1940 E. 11 St., Tacoma 2, Wash.

The Washington Line "Work Saver" Kitchen De-Di-S-C-Pr

SYNOPSIS: Shows the beauty and flexibility of natural wood kitchen cabinets, combined with sturdy, metal features that provide the housewife with time and space "Come-To-You Storage Features."

DATA: 16 mm. color sound movie, 9 mins.

LOAN PERIOD: Indefinitely

WRITE TO: Ted Baker, Washington Steel Products, Inc., 1940 E. 11 St., Tacoma 2, Wash.

Ticket to Tomorrow De-Di-S

SYNOPSIS: Automatic Washers and Dryers

DATA: 35 mm. record movie, 16 mins.

LOAN PERIOD: 30 days

WRITE TO: Thomas J. Lounsbery, Whirlpool-Seeger Corp., St. Joseph, Mich.

Wide Open Market De-Di-S

SYNOPSIS: Chest and upright freezers.

DATA: 35 mm. record movie, color, 15 mins.

LOAN PERIOD: 30 days

WRITE TO: Whirlpool-Seeger Corp., St. Joseph, Mich.

Hot Facts on a Cold Subject De-Di-S

SYNOPSIS: Room air conditioners.

DATA: 35 mm. record movie, color, 20 mins.

LOAN PERIOD: 30 days

WRITE TO: Whirlpool-Seeger Corp., St. Joseph, Mich.

RCA Estate Ranges De-Di-S

SYNOPSIS: Both electric and gas ranges.

DATA: 35 mm. record movie, color, 20 mins.

LOAN PERIOD: 30 days

WRITE TO: Whirlpool-Seeger Corp., St. Joseph, Mich.

Other Business Films Available on Loan

Through the courtesy of several leading film producers, other business films are listed which may be secured by qualified sales or sales promotion executives on a free loan basis, but they, of course, are to pay transportation charges as requested (sometimes both ways, always when returning).

While these films are not coded to indicate the audiences for which they are planned, the brief descriptions should be sufficient to pigeonhole them with reasonable accuracy.

All are 16 mm.

Get in touch with the producer unless otherwise indicated.

WILDING PICTURE PRODUCTS, INC., 389 Madison Ave., New York 17, N. Y.; 1345 Argyle St., Chicago, Ill.; Enquirer Building, Cincinnati, Ohio; 4925 Cadieux Road, Detroit, Mich.; 310 Swetland Building, Cleveland, Ohio; 1527 Gateway Center, Pittsburgh, Pa.; 3940 Lindell Blvd., St. Louis, Mo.; 5981 Venice Blvd., Hollywood, Cal. Consult office nearest to you in reference to the following 67 films:

Aluminum Company of America

- "The Davenport Works" 21 min. Black and white
Demonstrates construction of aluminum factory buildings with emphasis on savings in labor cost and erection time.
- "Right As Rain" 24 min. Color
Describes advantages of using aluminum pipe for farm irrigation systems.
- "Unfinished Rainbows" 40 min. Color
- "Curiosity Shop" 31 min. Color
Both are institutional public relations films.

Anheuser-Busch, Inc.

- "House That Faith Built" 53 min. Black and white
Institutional public relations picture—the story of Anheuser-Busch.
- "Mark of C" 31 min. Color
Institutional—the story of the importance of bread in winning the revolution.
- "Big Scot" 14 min. Color
Public relations—the story of the Anheuser-Busch Clydesdale horses.

Automobile Manufacturers' Association

- "Professional Portrait" 26 min. Black and white
Public relations film on the importance of the trucking industry.

Champion Paper & Fibre Co.

- "Good Business" 30 min. Color
Institutional and community relations film on the Champion Paper & Fibre Co.
- "Paper Work"
Complete description of Champion's physical facilities and services in producing high grade paper in large quantities.
- "Deep Roots" 29 min. Color
Public relations film on the importance of forest conservation.
- "Production 5118" 31 min. Color
Public relations film on the importance of proper communications between people.

Chicago Tribune

- "Trees to Tribune" 46 min. Color
Public relations story of the publishing of a newspaper from trees to reader.

Chrysler Corp.

- "The Gentle Touch" 13½ min. Color
Power steering demonstrated by fanciful cartoon treatment.
- "Looking Forward" 35 min. Black and white
Inspirational sales training.

Cincinnati Milling Machine Co.

- "Cool Chips" 27 min. Color
Advantages of new coolant for machine tool operations.

Columbia Gas System

- "The Toughest Inch" 18 min. Color
Public relations story of the laying of pipe line.
- "Eternal Flame" 25 min. Color
Public relations story of the natural gas industry.

Continental Illinois National Bank

- "Men, Ideas & Money" 30 min. Color
Institutional film on commercial banking.

Coopers Inc.

- "All I Can Do—Check" 24 min. Black and White
Basic sales training in department stores.
- "The Big Little Things" 29 min. Black and white
Contrast between customer reactions to indifferent retail salespeople and those who display interest in the customer.

Crane Co.

- "The Second Hundred Years" 28 min. Color
Institutional film about The Crane Co.
- "The Very Idea" 30 min. Color
Modernization of bathroom and kitchen in an old house.

Curtis Publishing Co.

- "Modern Magazine Magic" 26 min. Color
Institutional public relations film.

Dun and Bradstreet

- "Of Time and Salesmen" 32 min. Black and White
Basic sales training at wholesale level.

Du Pont de Nemours & Co. (Inc.)

- "Perishable Profits" 25 min. Color
Advantages of wrapping vegetables in cellophane for self-service sales.

Florida Citrus Commission

- "The Sun Goes North" 24 min. Color
Institutional film on the citrus-growing industry.

Ford Motor Co.

- "Man of the Year" 36 min. Black and White
Successful selling of Ford automobiles.

General Electric Co.

- "The Night They Talked" 27 min. Color
Proper displays for small appliances.
- "The Traffic Court" 29 min. Black and White
Proper merchandising methods for small appliances.
- "The Power By Which We Live" 23 min. Color
Public relations film about the generation of electric power.

Gerber Products Co.

- "Mealtime for John Henry" 27 min. Black and White
Proper nutrition of infants with scientifically prepared baby food.

Goodyear Tire & Rubber Co. Inc.

- "Training is Good Business" 22 min. Black and White
Advantages of consistent sales training in retail stores.

Great Lakes Steel Corp. Div. National Steel Corp.

- "Golden Harvest" 18 min. Color
Sales promotion film about quonset huts.

Greyhound Corp.

- "Shortest Way Home" 37 min. Color
Joys of travel by bus.

H. J. Heinz Co.

- "Yesterday, Today, and Tomorrow" 29 min. Black and White
Public relations institutional film.

Illinois Bell Telephone Co.

"Broad Land, Narrow Water" 20 min. Color
Public relations community relations film.

Interchemical Corp.

"Science of Color" 25 min. Color
Public relations film on the science of color and its importance in daily living.

International Harvester Co.

"Inside Harvester" 54 min. Color
Public relations institutional film.

S. C. Johnson & Son, Inc.

"Beauty and the Bride" 27 min. Color
Manufacture and application of floor and furniture waxes.

Kraft Foods Co.

"It's A Natural" 25 min. Color
Increased business through mass displays of prepackaged cheese.
"It Sells Everything" 20 min. Color
Increased business from tie-in displays of cheese and other groceries.

**Linde Air Products Div.,
Union Carbide & Carbon Corp.**

"Oxygen and Steel" 60 min. Black and White
Complete service which Linde offers in furnishing oxygen to the steel industry.

New York Life Insurance Co.

"Strictly Business" 57 min. Black and White
Sales training for life insurance sales to businessmen.
"Tailor-made Dollars" 54 min. Black and White
Sales training for life insurance sales to individuals.
"From Every Mountainside" 30 min. Color
Public relations film.

Olin Mathieson Chemical Corp.

"Bigger Acres" 30 min. Color
Higher yields per acre from proper use of chemical fertilizers.

Pittsburgh Plate Glass Co.

"Bright New World" 30 min. Color
How glass and paint can modernize and brighten all types of interiors.

Remington Rand, Div. of Sperry Rand Corp.

"Dynamic Sales Management" 25 min. Color
Modern sales control systems.
"It Must Be Somewhere" 28 min. Color
Modern filing systems for offices.

Republic Steel Corp.

"Care and Handling of Buyers" 42 min. Black and White
Basic sales training.
"Let's Build A Fence" 16 min. Black and White
Steel fences for farm use.

Scott Paper Co.

"In These Hands" 14 min. Color
New product sales film.

Sinclair Refining Co.

"A Great Name In Oil" 35 min. Color
Institutional and public relations film.
"Perfect Partners" 14 min. Color
Product sales promotion film.
"Tomorrow's Super Fuel Today" 23 min. Color
Product sales promotion film.

Standard Oil Company of Indiana

"Midwest Holiday" 28 min. Color
Public relations—sales promotion film.

Swift & Co.

"Big Idea" 28 min. Black and White
Institutional public relations.

Timken Roller Bearing Co.

"Big Tim" 11 min. Color
Entertaining cartoon on advantages of roller bearings for railroad freight cars.

Titanium Alloy Mfg. Div. of The National Lead Co.

"The Ninth Element" 36 min. Color
Sales promotion and public relations film.

U. S. Rubber Co.

"The Totally New Tire—U. S. Royal 8" 30 min. Black and White
In two sections: First is demonstration of performance and testing of new tire; second is demonstration of selling techniques.
"Inside Story of a Golf Ball" 20 min. Color
Manufacture and performance of modern golf balls.

U. S. Steel Corp.

"The Waiting Harvest" 25 min. Color
Present achievements and future possibilities in extracting basic chemicals from coke.

Upjohn Co.

"A Day With The Upjohn Company" 30 min. Color
Institutional public relations film.

Weyerhaeuser Sales Co.

"Green Harvest" 30 min. Color
"A New Paul Bunyan" 26 min. Color
Both public relations institutional films.

John Wood Co., Bennett Pump Div.

"The Islander" 20 min. Color
Demonstrates advantages of installing water hose for filling car radiators directly from pump-island of service stations.

Woman's Day, Inc.

"A Geography of Retailing" 20 min. Color
How advertising in *Woman's Day* ties in with retail sales.

TRANSFILM, INC., 35 W. 45th St., New York 36, N. Y.

This producing organization has arranged for free loan of films made by them. For distribution sources see paragraphs describing each of the following 15 films:

American Telephone & Telegraph Co.

"The Transistor" 9½ min., B & W
In non-technical terms the film shows how transistors will play a big part in communications and electronics. Available through local Bell Telephone offices.

Automobile Manufacturers' Ass'n.

"Mr. O'Flynn's Fifty Million Wheels" 25 min., B & W
A fantasy which demonstrates how, through the work of two extraordinary and extra-terrestrial characters, we depend on wheels of our trucks for almost every need. Distributed by Association Films, Inc., 347 Madison Ave., New York 17, N. Y.

Continental Can Co., Inc.

"Story of Packaging" 15 min., color
Animated portrayal of three centuries of industrial progress with emphasis on today's role of the package in American life. Consult Delbert Johnson at Continental Can Co., Inc., 100 E. 42nd St., New York 17, N. Y.

"The Fourth Man" 17 min., color
A merchandising story of the handling and promoting of beer in cans; features a "private-eye" cartoon character who helps proprietors promote sales. Consult Delbert Johnson at Continental Can Co., Inc., 100 E. 42nd St., New York 17, N. Y.

Copeland & Thompson, Inc.

"Masters In Art and Clay" 27 min., color
Entertaining and informative picture pointing up a new angle to the artistic value of individually produced china pieces made and decorated by hand at the Spode Works. Consult R. G. Inman at Copeland & Thompson, Inc., 206 Fifth Ave., New York, N. Y.

Curtis Publishing Co.

"The Greatest Salesman" 20 min., B & W
Stu Erwin plays the part of Alexander Botts, famous in many *Post* stories, and shows how and why national magazines are a major help to salesmen of advertisers. Write W. J. Huff, *The Saturday Evening Post*, Philadelphia 5, Pa. They pay transportation.

Dictaphone Corp.

"Hello Business" color
Describes the use of telephone recording as an aid to better business communication. Consult Joseph F. Anderson at Dictaphone Corp., 420 Lexington Ave., New York 17, N. Y.

Life Magazine

"Opportunities Unlimited" 18 min., color
The amazing story of the growth of the American market, and its potential for the future. Available through regional offices of *Life*.

New York Life Insurance Co.

"Dear Mrs. Calvin" 8 min., color
Case history of a "bad" business letter that was not sent, and how it became a good letter. Distributed by Audio Visual Associates, White Plains, N. Y.

"The Clay Ball" 15½ min., color
An argument for improving business letters and suggestions on how to do it. Part of the N. Y. Life Effective Letters Program. Distributed by Audio Visual Associates, White Plains, N. Y.

Shell Oil Co.

"Oil, The Invisible Traveler" 19 min., color
Dramatic history of a transportation system that supplies energy for a nation on wheels. Consult H. F. Brown, Shell Oil Co., 50 W. 50th St., New York, N. Y.

"The Story of Oil Marketing" 27 min., color
Excellent marketing story; shows how the distribution and final sale of goods serve the needs of modern society. Consult H. F. Brown at Shell Oil Co., 50 W. 50th St., New York, N. Y.

Western Union Telegraph Co.

"Telegram for America" 22 min., B & W
Modern telegraphy at work—exploring new frontiers with facsimile transmission, microwave beam, etc. Distributed by Modern Talking Picture Service, 3 E. 54th St., New York 22, New York.

JAM HANDY ORGANIZATION, 2621 E. Grand Blvd., Detroit 11, Mich.; 1775 Broadway, New York 19, N. Y.; 1402 Ridgewood Place, Hollywood 26, Calif.; 310 Talbott Bldg., Dayton 2, Ohio; Gateway Center, Pittsburgh 22, Pa.; 230 N. Michigan Ave., Chicago 1, Ill. One of the country's oldest and largest producers of business films, dramatizations, presentations, training assistance. Note: films available through Jam Handy offices, others through sponsors.

American Society of Mechanical Engineers

"To Enrich Mankind" 16 mm. Kodachrome 25 min.
Explains to the public the significance of the role mechanical engineering plays in the development of our country. Distribution—The Jam Handy Organization.

American Radiator & Standard Sanitary Corp.

"Hidden Values" 16 mm. Kodachrome 19 min.
To reach public, and plumbers and dealers to show them the new line and advantages of the new products. Available through American Radiator & Standard Sanitary Corp., 40 W. 40th St., New York 18, N. Y.

United States Steel Corp.

"Treasure Chest" 16 mm. Eastman 27 min.
Presents the life history of a modern "treasure chest," the tin can—from steel mill and tinning, to can maker, to food packer, to housewife. Available through U. S. Steel Corp., 525 Wm. Penn Place, Pittsburgh 30, Pa.

Reynolds Metals Co.

"Jamaica—Isle of Progress" 16 mm. Eastman 11 min.
To bring to the attention of the people of Jamaica that the activities of Reynolds Jamaica Mines, Ltd., contribute much to the

growth of industry and agriculture of the island.

"Aluminum on the March" 16 mm. Technicolor 27 min.
An institutional motion picture showing aluminum as one of the most versatile of metals and holding great promise for the future of America. Available through Reynolds Metals Co., Reynolds Metals Bldg., Richmond 19, Va.

National Electrical Manufacturers Association

"Blueprint for Power" 16 mm. Kodachrome 20 min.
To demonstrate to a professional audience the many benefits gained through the use of rigid steel conduit and electrical metallic tubing in building and renovating programs. Available through National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N. Y.

General Motors Corp. Public Relations

"Safety Patrol" 16 mm. Kodachrome 10 min.
To present an informative and effective visual story of the nation's School Safety Patrols. Available through General Motors Corp., Public Relations, General Motors Bldg., Detroit 2, Mich.

Chevrolet Motor Division, General Motors Corp.

"American Engineer" 16 mm. Technicolor 29 min.
Authentic documentary on our country's latest and most advanced engineering projects and the men who create them—129 significant achievements of American engineers in all branches of engineering. Available through The Jam Handy Organization after Jan. 1, 1957.

Cleveland Electric Illuminating Co.

"Power to Serve" 16 mm. Kodachrome 21 min.
To develop a warm feeling among customers of the company—to describe the advance planning, highly trained personnel, and expensive equipment to serve customers. Available through Cleveland Electric Illuminating Co., 75 Public Square, Cleveland 1, O.

RCA Victor Radio-Victrola Division

"The Sound and the Story" 16 mm. Eastman 23 min.
The story of RCA recording—from the time a piece of music is first recorded until that performance becomes available to the public. Featured example is the recording of Tchaikovsky's "Romeo and Juliet" as performed by Charles Munch and the Boston Symphony Orchestra.

Other good sources of business and training films include the following:

ASSOCIATION FILMS, INC., 347 Madison Avenue, New York 17, N. Y. Distributors of several films listed in this section, and many others. Write for catalog.

AUDIO VISUAL ASSOCIATES, White Plains, N. Y. Distributors of several films listed in this article, plus others. Catalog available.

FRANCISCO FILMS, 185 N. Wabash Ave., Chicago 1, Ill. Specializes in training films, but among those made for public circulation are "The Scrub Game" produced for school showings for Procter & Gamble; "The Ridgeland Station," a Commonwealth Edison film about an electric generating system.

INSTITUTE OF VISUAL TRAINING, INC., 40 E. 49th St., New York 17, N. Y. They make and distribute many films designed for school and public showings. Write for catalog.

MODERN SOUND PICTURES, INC., 1410 Howard St., Omaha 2, Neb. This organization has over 200 sponsored or free films of interest to industry. Write for catalog.

MODERN TALKING PICTURE SERVICE, 3 E. 54th St., New York 22, N. Y. Distributors of business films for many sponsoring manufacturers. Write for catalog.

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☐ I'd like to hear more about how other companies use your new sales development plan to improve their own sales programs.

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MEMORY For Christmas —
MORE SALES For 1957

Recorday helps them:

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A complete 12-Month Memo System and Work Organizer With Leather Pocket Case—Designed Especially For Salesmen.

Used By Many Leading Companies.

Send Today for complete 12 month unit on approval, complete details and quantity prices. Satisfaction unconditionally guaranteed.

Recorday Co.

Dept. S

69 Harvey St. Cambridge 40, Mass.

Please send the following Complete Recorday Units On Approval:

..... With Deluxe Brown Case \$8.50

..... With Brown Pin Seal \$6.50

Name Title

Company

Address

City State

Imaginative Leadership Idea Brings Out Fight Spirit

King Arthur's spectacular and apparently permanent public relations success sets the pattern for a Mueller Climatrol promotional program involving knights, a dragon, the Round Table, cloaks, daggers—lacking only distressed maidens. Ye sales have catapulted castle-high!

It takes a forward looking firm to go back more than 1,000 years, snatch a page from the Arthurian legends and use it to sell heating units.

Like Mark Twain's Connecticut Yankee who dreamt he landed in the court of King Arthur and his Knights of the Round Table, Mueller Climatrol Corp. executives have explored the myths of long ago and come up with their own system of "knight-hood" complete with costumes, paraphernalia, ceremonies, "thees" and "thous."

Sir Lancelot might look down his chivalrous nose at the less than dignified atmosphere of this 20th century "court." But the whole act has boosted the firm's business in sales aids by 51% since 1954.

Mueller's sales aids are items sold by salesmen to dealers to push its heating units. They include business card, decals, dealer matches, Mueller Climatrol uniforms, wall charts, dealer stationery, imprinted house signs, imprinted metal road signs, display backgrounds and movie and television commercial films.

To strengthen this sales unit program the Order of Crimson Braces was formed in 1954 at the Mueller Climatrols' national sales conference

at the Milwaukee headquarters. All salesmen attended.

Before the conference, a monthly quota on each sales aid was set for each salesman. The quota was established on the basis of his product sales quota for the year, the number of accounts in the territory, the selling prices of the aid and the conditions of the salesman's territory.

Each salesman was "knighted" into the Order of the Crimson Braces, given a handsome certificate on parchment with old English lettering and archaic language. It contained a specially designed seal or shield of the order. Each was given a name of an ancient knight, and each certificate bore the signature of two of Mueller's vice-presidents and the advertising manager.

At the company's annual sales meeting an elaborate "ceremony" was held. Each "knight" took a pledge to slay the "dragons" of "new accounts", "making your quota" and "sales promotion."

And each "knight" was then awarded the piece de resistance—a pair of brilliant red suspenders, to be worn at all conventions.

Each month a bulletin is issued on the progress of the "anti-dragon" cam-

RECORDED SALES TALKS PACK A WALLOP!

Tape record your Sales Meetings and Special Promotion Announcements.

Then we'll press unbreakable records from your master tape and send personalized labeled records to you in protective sleeves and jackets . . . promptly.

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Sent on approval for 10 day FREE trial examination. Order from:
GALE RESEARCH CO., Room 1311
247 Kenworth, Columbus 14, Ohio



THESE SERIOUS SALESMEN are members of Mueller Climatrol's "Order of Crimson Braces," who are pledged to slay the dragons of new accounts, making your quota, and sales promotion. At left is Executive Vice-President Frank J. Nunlist. Second from right: H. P. Mueller, Jr., v-p in charge of sales.

paign, and a complete list is issued to tell each salesman how he's doing. Names of those who have reached their quotas are published.

Each "knight" who makes his quota for the month receives a small metal badge with the royal "crest" on it, and which he can attach to his Crimson Braces for display at the next sales meeting.

Every year new salesmen are similarly indoctrinated. Until the convention, however, they are not "knights",

but "squires" and enjoy none of the order's privileges.

The "knight" with the best record of selling sales aids according to his budget is named "grand knight" of the Round Table and sits at a place of honor at subsequent sales gatherings. The total results of the campaign are included in a salesman's evaluation program. The three top salesmen annually receive the "President's Pin" from H. P. Mueller Sr., president of the firm.

The End

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HOW TO SELL QUALITY

A 16mm. SOUND MOTION PICTURE

More than 10,000 salesmen have seen this film. Sales managers like it because it provides an effective answer to today's "price problem" and is tailored to fit any product or service.

A COMPLETE MEETING PACKAGE

- ★ You get a comprehensive meeting guide which supplies a complete outline for a "quality" meeting featuring this film.
- ★ You get a set of colorful display size posters to "dress up" the meeting room.
- ★ You get sample of an effective "follow through" booklet for distribution at the meeting or afterwards. Extras at nominal cost.

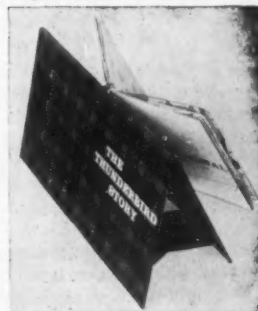
You can buy or rent a print of HOW TO SELL QUALITY. Details, plus our new film catalog, mailed on request. Write to—

DARTNELL

HEADQUARTERS
FOR SALES
TRAINING FILMS

4660 Ravenswood • Chicago 40, Ill.

A Special Vocabulary



One of the hottest of all ads inspired this tie-in by Henry Bach Associates for men's coats by client Goodstein Bros. Actual coat lining fabric was used for the cover. In our lingo, as unique as that of the auto-ophile, this is a horizontal double wing multi easel binder. Whatever your vocabulary of requirements, we can translate needs into effective sales presentations and catalogs. For translation call or write Dept. SM-11.

SLOVES

MECHANICAL BINDING CO. INC.

601 W. 26th ST., NEW YORK 1, AL 5-2552

Use them for fast, *Automatic* territory analysis

By using only those cards conforming to your particular sales territories, you can conveniently apply the **SALES MANAGEMENT Survey of Buying Power** to your own market areas. Through **MARKET STATISTICS, INC.**, the IBM Service Bureau will prepare these analyses for you quickly. Or if you have an installation of IBM equipment, you can prepare them automatically right in your own office.

More than 100 leading manufacturers and distributors have adopted this new approach to setting scientific sales quotas.

It is only necessary to determine what factors (or combination of factors) published in the *Survey of Buying Power* would reflect consumer demand for your product. If you have any questions on this point, you may without obligation consult with the staff of **MARKET STATISTICS, INC.** for complete details.

For further information on how to use the *Survey of Buying Power* on IBM cards, write or phone Dr. Jay M. Gould, **MARKET STATISTICS, INC.** 432 Fourth Avenue, New York 16, N. Y. (Telephone MU. 4-3559).

MARKET STATISTICS, INC.
RESEARCH CONSULTANTS TO SALES MANAGEMENT
 432 Fourth Ave., New York 16, N. Y. MU-4-3559

7 Ideas Produced by Brainstorming That Now Are Working for Weirton

The problem posed by Weirton Steel to its dealers is a common one for all industry: "How to introduce a new product?" The ideas are not new, but the adaptations have proved timely. An important benefit: enthusiasm.

Weirton Steel Co., a major division of National Steel Corp., is using brainstorming to solve problems on all levels. Says one company officer, "Brainstorming is reviving the almost lost art of using creative imagination. In addition to the literally hundreds of good and usable ideas produced, brainstorming is exciting something else—enthusiasm. I firmly believe that I'll have strong concurrence from every quarter when I say enthusiasm is a requisite in every phase of business."

Let's see how brainstorming helped to provide the answers to the sales problem of introducing a new all-steel building, featuring Stran-Satin walls produced by National Steel.

The problem—"how to introduce the new all-steel building"—was a natural for brainstorming.

One of the adopted ideas was to "get every one of National Steel's people into the act." As a start, a two-day dealer sales meeting for 450 dealers at Detroit was planned.

The meeting was the logical place to get top management to take part actively in the promotion.

"We Want Ideas"

One comment predominant in formal talks as well as informal discussions was, "We want your ideas." Dealers took it to heart. Although formal sessions produced ideas, dealers also did some "behind the scenes" brainstorming. Many good ideas evolved. For example, an unusual "pop out" direct mail piece was a result of one of the "unofficial" brainstorming sessions. The idea was accepted, the folder produced and has since proved to be one of the more effective mailing pieces of the campaign.

Sticking to the original idea of getting everyone into the act, National Steel supervisors were on hand to talk about developments in their particular fields. Completing this, they asked

dealers to break up into small groups and brainstorm for more ideas on improvement.

For example, many good, workable ideas were offered for advertising, among them an idea to break down a portion of the over-all advertising budget and allocate funds for each dealer. It resulted in added advertising punch. Another brainchild of brainstorming was personalizing national advertising by overprinting dealers' names on ad reprints.

Follow-Through

As a follow-through on the original idea, the problem was followed by a brainstorm within a brainstorm. John A. Jones, director, publications and publicity, Weirton Steel, met with Stran-Steel people (the National division that fabricates steel buildings) and brainstormed the problem, "How can the Weirton Steel Co. employes bulletin help in this promotion?" Ideas generated at the session provided material for a seven-page feature, an editorial and cover for the August issue. The bulletin, with a circulation of 45,000, is sent to opinion leaders and steel prospects in every country in the free world.

By this time the idea to "get everyone into the act" had really taken hold. Stran-Steel production employes began to think about it. Through the company's suggestion system, an employe suggested that corporation publications carry a coupon asking for "tips on prospective customers."

The coupon gave employes the opportunity to help sell Stran-Steel buildings, thereby creating more work and future security for themselves and their company. The employe filled in the name and address of his "prospect" and mailed the coupon to the home office. The information was passed on to the proper sales district and as a result a score of outstanding prospects are being contacted.

Actual sales techniques proved to

be another green pasture for brainstorming. The company was of the opinion that a new product with revised advertising, literature and direct mail also needed a new sales presentation. The sales department developed it, often using brainstorming to ferret out the best ideas.

The next question, "How can we quickly yet effectively present the new program to people in the field?" was answered by brainstorming. Stran-Steel divides the country into seven sales zones each headed by a zone manager. Within each zone are districts headed by a manager. In the past home-office personnel traveled throughout the districts and held meetings with "firing line" salespeople. This procedure consumed a great deal of time and it was decided it would be ineffective in this case. The new program had to be introduced quickly.

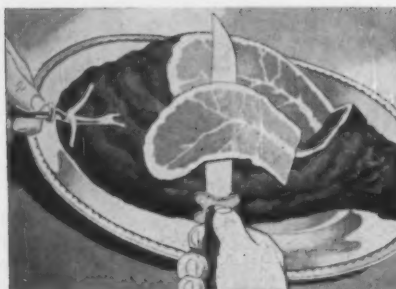
The plan was to revise completely past procedures by presenting the new sales program to zone and district managers and, at the same time, instruct them to make effective presentations to their men at localized meetings — training the trainers, so to speak.

Mental Hitch-Hiking

One of the big plus factors in brainstorming is mental hitch-hiking—one idea triggering another. When the idea to present the new program to managers was offered, another brainstormer further developed the idea. He suggested, "Ask the Education and Training Department to prepare a program designed to teach managers to present the new sales approach to dealers in the field."

Both ideas—teaching zone and district managers to present the new sales program and E. & T. instruction in presentation—were adopted. The managers "went to school" and are now, in turn, conducting successful sessions in the field.

At these zone meetings brainstorming played a big role. For example, on the first day a regular meeting was conducted, then on the second day managers brainstormed on how the first day's meeting could have been improved. In one case during the first day, sales promotion people discussed a calculator called a "profit prover." It had been developed as part of the



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Make your gift selection from these Joyner favorites: Joyner's Genuine Aged Smoked Virginia Ham, Joyner's Fully-cooked Genuine Virginia Ham (skinned, fattened, baked and glazed), Joyner's Genuine Virginia Deep-smoked Bacon, or that famous country style treat . . . Surrey Farm Brand Red Gravy Ham.

Get in touch with the local Swift & Co. Sales Unit or we invite you to write or wire us direct.



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. . . in a Virginia smokehouse tonight. Hanging from rafters, unhurriedly developing mellow, nut-like flavor are Joyner's Genuine Aged Virginia Hams . . . each one slow dry cured, long cool deep smoked and patiently aged the traditional Virginia way. Here's a mellow introduction into a world of distinctive eating pleasure. Each hickory-scented slice from these Virginia delicacies will have that tantalizing aroma that brings back memories of woodsmoke on Autumn evenings. Each slice will be a rich color with firmly textured meat that's sweet-as-a-nut. A delight to the discriminating, Joyner's Genuine Aged Virginia Hams are the perfect gift for lovers of superb foods.

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sales presentation and simply showed a prospective customer how he could increase his profits by investing in the all-new steel building. A potent sales tool, it had to be presented to salespeople in such a way that they would use it. A natural question then was, "Have we presented the profit prover strongly enough to generate the enthusiasm to use it?"

Consensus was that "showmanship" in the profit prover presentation was lacking. A brainstorming session on "how can we add showmanship to the presentation" followed. Out of that session came literally hundreds of ideas, among them the answer to the problem.

The next time the profit prover was discussed at a meeting, colorful visual aids, sound effects and many other novel twists added the showmanship needed to generate interest and enthusiasm. Salespeople are now using the profit prover and finding it an excellent sales tool.

Concentrated Imagination

One of the advantages of brainstorming the introduction of the all-steel buildings and presentation of the new sales approach was that thousands of salespeople brainstormed the same problems as the home office people and zone and district managers. Thousands of ideas resulted. Each phase of the new product, from production to advertising, sales presentations and even delivery was discussed, then brainstormed.

Not all the ideas suggested are new, but the application of creative imagination has brought forth old ideas with original and refreshing applications. The over-all effect of getting everybody into the act prompts Stran-Steel's President Homer to say, "We are on our way together."

Weirton Steel's Education and Training Department has used brainstorming to obtain ideas to explain such complicated subjects as "How Our Labor Contract Operates," and "Work Simplification."

Brainstorming has worked so well that Weirton Steel supervisors are being coached by education and training people in the fundamentals of brainstorming so that they can apply them on their own jobs. For example, Allen K. Heydrick, director, education and training, National Steel, expects to see brainstorming used in connection with the company's Ideas for Improvement program. The program is designed to pay employees for ideas they have to improve operations, safety, merchandising, equipment and procedures at Weirton Steel.

The End

"This is the size we use in the Growing Greensboro Market!"



All giant peas are equal, only some are more equal than others. The same is true of markets, and the 12-county ABC Greensboro Retail Trading Area is even more so. Twenty percent of the entire state's retail sales (over \$3 billion annually) takes place in the Growing Greensboro market.

Saturating the area, the News and Record reaches over 400,000 readers daily, with more than 100,000 circulation.

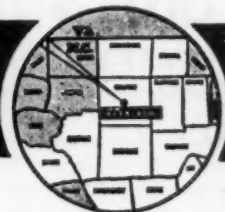
Need a market can-opener? Use the News-Record.

Only medium with dominant coverage in the Growing Greensboro Market and with selling influence in over half of North Carolina!

*Greensboro
News and Record*

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the Holiday Season . . .*



Sample No. E-56
Size closed
3" x 4 3/8"

but all through the year, give memo books to your customers—distribute them at meetings, conventions and your trade shows. Have your salesmen give them out on their calls or insert them with your mail.

With your ad gold-stamped on the front cover and additional advertising copy printed on the inside of the cover, these memo books put your name right in the hands of the people you want to remember you.

Available in various colors and grains of genuine and imitation leather. Tell us how many you can use and we'll send a sample and give you full cost information by return mail.

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You can be the only advertiser in your field advertising in full color to a video audience of 50,000,000 in summer ... 30,000,000 in winter.



**WIDE SCREEN
NATURAL
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COAST TO COAST
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★ MPA offers you national or sectional coverage in the only wide screen, natural color video medium in the U.S.A.

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★ No competitive advertising appears when your advertisement is running. You will be the only advertiser of your kind to reach 80% of the people in many of the communities covered. You will be furnished proof of showing.

★ We offer complete film production facilities for either black-and-white or full-color films. Our production know-how and experience are backed up by a guarantee of satisfaction.

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Branches

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26 Advertising Leaders in 1955

	1955	1954
1. General Motors	\$112.9 Million	\$76.4 Million
2. Ford Motor	53.8	38.4
3. Chrysler Corp.	52.2	30.1
4. Procter & Gamble	49.0	37.4
5. General Foods	36.3	30.5
6. Colgate-Palmolive	32.0	28.8
7. General Electric	26.4	20.4
8. Seagram—Distillers	21.1	19.2
9. Gillette	20.4	15.1
10. American Tobacco	20.0	16.3
11. Lever Brothers	19.3	17.3
12. Reynolds Tobacco	19.0	17.7
13. General Mills	17.6	14.3
14. National Dairy	14.7	14.0
15. American Home Products	14.0	9.1
16. National Distillers	13.4	13.0
17. Campbell Soup	12.6	11.1
18. Schenley Industries	11.9	12.9
19. Bristol-Myers	11.0	6.7
20. Liggett & Myers	10.9	12.2
21. Coca-Cola	10.7	8.9
22. Studebaker-Packard	10.3	6.7
23. Lorillard Tobacco	9.8	10.7
24. Goodyear Tire	9.3	8.7
25. Pillsbury Mills	9.0	6.4
26. Swift & Co.	9.0	8.3
Total	\$626.6 Million	\$490.6 Million
(Group Increase 28%)		

The 26 Profit Leaders of 1955

	1955	1954
1. General Motors	\$1.189 Billion	\$806 Million
2. Standard Oil (N.J.)	709 Million	585
3. Ford Motor	436	228
4. du Pont	432	344
5. U. S. Steel	370	195
6. Texas Co.	263	226
7. Standard Oil (Cal.)	231	212
8. Gulf Oil	218	183
9. Socony Mobil	207	184
10. General Electric	201	213
11. Bethlehem Steel	180	133
12. Standard Oil (Ind.)	157	117
13. Union Carbide	141	90
14. Shell Oil	126	121
15. Kennecott Copper	126	78
16. Chrysler Corp.	100	19
17. Phillips Petroleum	95	76
18. Aluminum Co. of America	88	46
19. Republic Steel	86	53
20. Eastman Kodak	86	70
21. International Paper	83	73
22. Sinclair Oil	81	92
23. Phelps Dodge	72	41
24. Anaconda Copper	65	27
25. Armco Steel	64	41
26. Western Electric	63	56
Total	\$5.869 Billion	\$4.309 Billion
(Group Increase 36%)		

THERE ARE ONLY 3

SUB-TROPICAL BEACH RESORT AREAS

IN THE ENTIRE U. S.

SOUTH PADRE ISLAND
opposite Florida's Gold Coast

Investors in sub-tropical beach resort areas have realized larger profits in shorter periods of time than in any other type of real estate. This is particularly true where investors bought at pre-development prices as many did in both South Florida and Southern California.

SOUTH PADRE ISLAND, TEXAS, IS THE LAST MAJOR UNDEVELOPED SUB-TROPICAL BEACH RESORT AREA IN THE U. S.

Ideally located for development 600 miles farther south than Los Angeles, South Padre Island lies directly opposite the Florida Gold Coast between Miami and Palm Beach.

Although South Padre Island is closer to the great Midwest than either Florida or California, it lay dormant while property values in both Florida and California increased at an amazing rate.

Development of South Padre Island had been retarded for several generations because of lack of causeways connecting the island to the mainland and because of a king-size legal scramble for mineral rights culminating in a claim to the entire island by the State of Texas.

NOW —

1. Two causeways connect Padre Island to the mainland. One at Corpus Christi and another at Brownsville.
2. A U.S. Supreme Court decision in favor of private ownership makes insurable titles possible.

Since then more than \$5 million have been spent in developments for Queen Isabella Causeway, Isla Blanca Park, fresh water pipe lines, gas and electric facilities, motels and private residences.

NOW —

- South Padre Island can take its place as a major sub-tropical beach resort area.

- South Padre Island can expect the same increase in property values experienced by South Florida and Southern California.
- Investors in South Padre Island can expect the same capital gains experienced in Florida and California.

South Padre Island property is offered today at pre-development prices. To protect all investors and to insure "equal opportunity" for all, South Padre Island is offered in tracts 350 ft. wide extending from the Gulf beach straight across the island to the water front on Laguna Madre Bay. Each tract contains a minimum of 35 acres.

Under this investment plan every purchaser will have an equal share in every growth potential . . . water front, residential and business property.

Residents of the Southwest, to whom the development and growth of South Padre Island will mean the most, are offered this opportunity to participate prior to a nationwide offering of these water front tracts.

75 tracts in Section A on South Padre Island are currently being offered with insured titles. Each tract is priced at \$10,000. This price has been carefully determined according to the following appraisal:

- 700 ft. of water frontage to a depth of 350 ft. @ \$10.00 per front foot.
- 30 acres between Gulf and Bay frontage @ \$100 per acre.

Descriptive Literature on request

South Padre Island Investment Company
111 EAST ELIZABETH STREET — BROWNSVILLE, TEXAS



Ogden Nash wasn't eligible for the Piel contest which closed Oct. 15. But some smart character who wins will have a tough choice on Nov. 16: Island or money.

"... or a Reasonable Facsimile Thereof"

What in the world possesses Americans—in an era of prosperity—to tear off box tops, fill in forms, complete limericks, write "in 25 words or less" why they "like" so-and-so's detergent... or gasoline... or pancake flour?

"Contesting is second only to stamp collecting in popularity. About 20 million Americans compete in at least one a year." So says one of the country's leading magazines.

A psychologist friend tried to define it: "The something-for-nothing philosophy... the American penchant to gamble—especially with no moral onus attached."

Our reason for trying to delve deeper into the contest craze is this: Never in the history of the American people have so many industries earmarked so much of their advertising and promotional efforts for contests. And never have American manufacturers given away so rich a haul, tried so hard to outdo each other in lavishness, in imagination.

At the moment the contest which is probably attracting the most interest among consumers in the Connecticut-New York-New Jersey, Pennsylvania area is the Piel Bros. (Brooklyn brewers) offer of a Bahama island, six acres in area, covered with "lush tropical trees, fruits and flowers," replete with house and all accouterments. (Piel has become slightly famous for its off-beat TV commercials, featuring "Bert and Harry," the mythical Piel brothers.) And an island isn't all that Piel is giving in its fancy contest: Hillman Minx convertibles, New Year's trips to Paris, custom-designed Capitol kitchens and so on, far into the night.

All the entrant must do is write,

in the inevitable 25 words-or-less, a reply for Bert to make to Harry in a cartoon situation depicted on the entry blank. For this—provided you are a genius—you'll be allowed to take the island or \$10,000 in cash.

But, "there is no income tax in the Bahamas and the temperature the year round averages in the 70's," says Henry J. Muessen, Piel's president, who obviously hopes you'll be full of derring-do and take the island. Romanticists, those Piel.

The Lady Got an Oil Well

Within the past year Dial soap gave away an oil well. Dial got on the luxury kick early, while most manufacturers were still giving away plain old automobiles. The year before a lady bookkeeper in a New Orleans sugar broker's office won the well. She got full operating income of a producing well and her earnings from it are estimated at \$12,000 the first year with gradually waning earnings in following years. "I keep a pad with me at all times," says she. "I jot down ideas whenever they come to me." She's typical of America's contest-hungry citizens.

The Quaker Oats Co. once gave away—recently, too—a *Better Homes and Gardens* house, built on the winner's lot and complete with \$5,000 worth of landscaping. At the moment Gulf is hauling in entrants by the thousands with its "Live the Life of Riley in a Palace on the Riviera" contest. Again all you need do is complete a jingle, and hope. If you win, you get 30 days on the French Riviera with \$200 a day to spend. If you aren't so lucky, you merely get one of four new Citroen sports

sedans or one of 183 other fancy prizes.

Even the teen-agers are being courted. What does the average teenager want? A telephone, of course. So Kraft cheese is just about to award a personal telephone and telephone number to the kid with a jingly turn.

And for those members of the younger generation to whom Hopalong Cassidy has more appeal than the telephone, Post Toasties gave away 25 ponies.

So fascinated have Americans become by contests that numerous magazines have devoted valuable space to tell their readers how to enter—and sometimes win—these 20th Century treasure hunts. One publication, a monthly, deals exclusively with the subject of winning contests.

The Reuben H. Donnelley Corp. has a Creative Contest Service, not for contestants but for manufacturers thinking of taking the plunge. Since the average advertiser is likely to be quite in the dark about the merits of various types of contests, Donnelley will develop the actual contest idea from the beginning. It is proud of the fact that in one major contest it was able to detect three huge cartons of entries definitely ghost-written. And, to give pause to the advertiser who leaps before he looks, Donnelley cites the sad case of the sponsor who overlooked the duplication angle. He announced the top winning entry on the air and within a few hours received 22 wires from individuals who claimed they had sent duplicate entries. He ended the affair by giving not one top prize but 11!

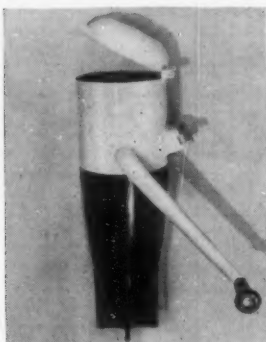
So if you want to sell lots and lots of your soap via the contest route, you'd better get the best professional advice you can buy.

The End

"BREAK THE ICE" 3-IN-1 COMPANY GIFT!



KING-SIZE TRI-TEX® ICE BUCKET
Dazzling ebony plastic, white insulator-lined, with removable brass handle. Stores a giant supply of ice cubes for hours.



DAZEY® WALL ICE CRUSHER
... with mounting wall bracket. Finished in sparkling black and white enamel. Adjustable for coarse, medium, fine ice.



CRUSHER-BUCKET COMBINATION
Dazey Ice Crusher top fits into TRI-TEX lid. Crushed ice drops directly into rugged, unbreakable plastic bucket.

"Break the Ice" kit includes: Tri-Tex Bucket complete with crusher lid, regular lid and Dazey Ice Crusher. Retail value \$19.95. Complete unit packed in individual shipping carton. For quantity discount schedule, write:



TRI-STATE PLASTIC MOLDING CO., HENDERSON 7, KENTUCKY

Coming... November 10 Issue

● **what** your market buys

● **how much** your market buys

● **the ability** of your market to buy

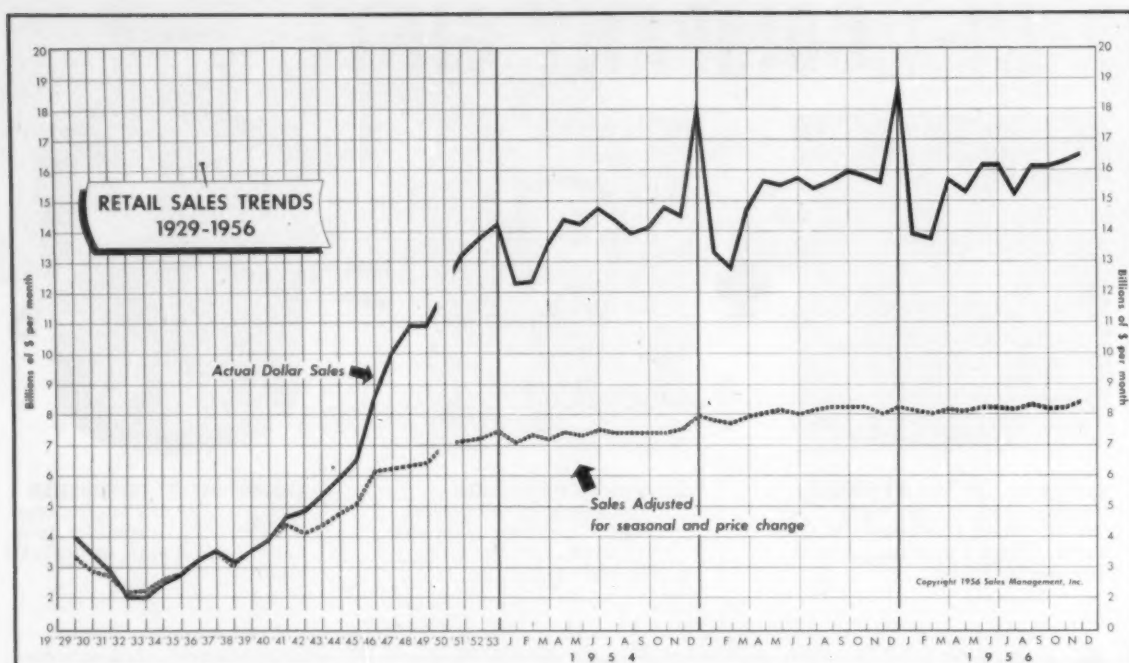
SALES MANAGEMENT is the first to develop these new methods of market evaluation, which will be published as the dominant, copyrighted feature of the annual November 10 issue...

— for all 261 Metro Areas;

— for all cities within the 261 Metro Areas which had 1955 retail sales of \$50 million or more;

— plus a ranking of leading cities in each of 18 Quality-of-Market Indexes

HIGH SPOT CITIES



November Sales: Up 4%

BY DR. J. M. GOULD • Research Director
Sales Management's Survey of Buying Power

Retail sales in November will probably total \$16.5 billion reflecting a 4% gain over last November. Half of this gain can be attributed to price changes, and the other half to real gains in soft goods, particularly food, eating and drinking, apparel, gasoline

and drug store sales. Hard goods such as automotive sales and sales of furniture and appliances continue to lag, although November is the first month in which the 1957 autos will hit the market in any quantity. It is too soon to appraise consumer reaction

to the new cars, on which great stakes are riding, both for the auto industry and the economy as a whole.

The most recent Federal Reserve Board Consumer Survey, taken in August, does not hold out too much hope that 1957 will see seven million

Retail Sales Box Score

	9-Month Totals		%	September		%
	1956	1955		1956	1955	
	\$ Millions		Change	\$ Millions		Change
Food	33,870	32,117	+ 5.5	3,910	3,766	+ 3.8
Eating & Drinking Places	10,748	10,151	+ 5.9	1,256	1,219	+ 3.0
General Merchandise	13,894	13,328	+ 4.2	1,693	1,674	+ 1.1
Apparel	7,813	7,230	+ 8.1	1,006	910	+10.5
Furniture & Appliances	7,512	7,055	+ 6.5	859	821	+ 4.6
Lumber, Building, Hardware	10,306	10,318	- 0.1	1,219	1,297	- 6.0
Automotive	27,245	29,105	- 6.4	2,659	3,368	-21.1
Gasoline Service Stations	10,212	9,140	+11.7	1,202	1,049	+14.6
Drug & Proprietary	4,190	3,774	+11.0	462	425	+ 8.7
* Total Sales	138,945	134,497	+ 3.3	15,658	15,905	- 1.6

*Includes data for kinds of businesses not shown in above nine categories.

cars sold, for there was only a very slight gain in the number of consumers expecting to buy a new car in the next 12 months, as was true last spring. The board had found previously that a sharp jump in reported expectations of buying new cars had occurred in October of 1954 to serve as an early indicator that 1955 would be a record-breaking automotive year.

The survey also found a sharp drop in plans to purchase new homes, though there is some evidence for an increasing number of plans for renovation and repair. Thus, if these two main components of hard goods—autos and homes—continue to lag, the over-all retail picture will look just so-so, despite the fact that consumer income is still rising at healthy rates. For the other soft goods lines cannot take up all the slack. The alternation between soft goods versus hard goods has become a characteristic of retailing in the postwar era. Thus, 1952, 1954, and 1956 have all been relatively poor automotive years, with 1950, 1953 and 1955 turning up as the good ones. Sooner or later, if income keeps rising, the auto industry can of course expect to enjoy another boom.

Another interesting aspect to this latest Consumer Survey is the general expectation revealed that prices will go up not only in the next 12 months but in the next five years. The expectation of short-term price gains can act as a damper on purchasing, as happened in 1954, but in the context of long-term price gains, consumers are probably now prepared to spend freely, if they can be reached with the right product and the right promotional effort.

Among the states expected to report better-than-average performance for this November as compared with last November are:

Arizona	Florida
Connecticut	Oregon
Vermont	

The leading cities, those with a City-National Index well above average are:

Santa Barbara, Cal.	119.7
New London, Conn.	117.0
Fort Lauderdale, Fla.	113.8
San Diego, Cal.	111.4
Bartlesville, Okla.	111.3
Burlington, Vt.	110.8
Tucson, Ariz.	110.1
Rome, N. Y.	109.6
Pensacola, Fla.	108.9
Butte, Mont.	108.8
Portland, Ore.	108.6
New Haven, Conn.	108.4

Sales Management's Research Department with the aid of Market Statistics, Inc., maintains running charts on the business progress of more than 283 of the leading market centers of the country.

Monthly data which are used in the measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store sales.

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar annual estimates of retail sales as published in SM's *Survey of Buying Power*.

Three Index Figures Are Given the first being "City Index, 1956 vs. 1939." This figure ties back directly to the official 1939 Census and is valuable for gauging the long-term change in market. It is expressed as a ratio. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1939 month. In Canada the year of comparison is 1941, the most recent year of official sales Census results.

The second figure, "City Index, 1956 vs. 1955" is similar to the first except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today as compared with last year.

The third column "City-National Index, 1956 vs. 1955," relates the city's changes to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the nation.

The Dollar Figure, "\$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily projections of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement.

The index and dollar figures, studied together will provide valuable information on both rate of growth and actual size of a city market.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

Suggested Uses for These Data include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revis-

ing sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and forestalling their alibis, (f) determining where drives should be localized.

★ Cities marked with a star are Preferred-Cities-of-the-Month, with a level of sales compared with the same month in 1955 which equals or exceeds the national change.

HIGH SPOT CITIES RETAIL SALES FORECAST:

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR NOVEMBER, 1956 •

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

City	City	City	Nat'l.	
Index	Index	Index	Index	\$
1956	1956	1956	1956	(Million)
vs.	vs.	vs.	vs.	November
1939	1955	1955	1955	1956

United States

448.7 104.0 100.0 16,531.00

Alabama

★ Florence-Sheffield	556.3	105.4	101.3	212.52
Tusculumbia	792.2	108.4	104.2	7.21
★ Birmingham	508.9	107.8	103.7	44.78
Gadsden	502.4	98.5	94.7	5.53
Mobile	666.3	103.9	99.9	18.06
Montgomery	546.0	100.9	97.0	14.85

Arizona

★ Phoenix	731.0	107.0	102.9	30.77
★ Tucson	908.3	114.5	110.1	18.89

Arkansas

Fort Smith	480.0	103.3	99.3	125.48
Little Rock	563.2	100.5	96.6	7.83
	505.8	103.9	99.9	21.50

California

★ Bakersfield	571.2	106.3	102.2	1,595.59
★ Berkeley	536.1	106.6	102.5	16.46
★ Berkeley	422.3	107.8	103.7	12.75
★ Fresno	511.8	105.5	101.4	24.00
Long Beach	623.3	103.2	99.2	47.00
Los Angeles	457.2	100.8	96.9	314.68
★ Oakland	390.3	111.5	107.2	62.05
★ Pasadena	511.6	106.5	102.4	24.81
★ Riverside	716.7	112.0	107.7	10.96
★ Sacramento	546.2	110.8	106.5	37.96
★ San Bernardino	649.2	109.2	105.0	15.39
★ San Diego	684.5	115.9	111.4	57.57
★ San Francisco	338.7	108.0	103.8	114.23



Bull's-Eye Every Time

● Covering the Meriden-Wallingford area in an all-or-nothing proposition. THE RECORD & JOURNAL give you "bull's-eye" coverage of this rich 100,000 market every time. No other newspaper gives you effective coverage at any time.

The Meriden
RECORD & JOURNAL
MERIDEN, CONNECTICUT
National Representatives:
Gilman, Nicoll & Ruthman

There's Always More in Middletown—But Are You Getting YOUR SHARE?

Middletown is one of the nation's top-quality metropolitan areas. Among the country's 260 areas, it is 43rd in family income—\$776 above average . . . and 45th in family sales—\$589 above average. It leads every area in Connecticut in per family purchase of automotive products, gasoline and lumber-building materials-hardware . . . is second in family drug sales.

No doubt about it . . . there's always more—much more—awaiting you in Middletown. And you'll get your share IF you're in the Press—the only blanket approach to the market's \$93 million sales. No combination of outside newspapers comes anywhere near equaling its coverage. Without it, you're just getting the fringe of this sales-packed area.

THE MIDDLETOWN PRESS

MIDDLETOWN, CONN.
OUR NATIONAL REPRESENTATIVE
The Julius Mathews Special Agency

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR NOVEMBER, 1956

RETAIL SALES FORECAST
(S.M. Forecast for November, 1956)

City	City	City	
Index	Index	Nat'l.	\$
1956	1956	1956	(Million)
vs.	vs.	vs.	November
1955	1955	1955	1956

California (Cont.)

★ San Jose	635.8	110.6	106.3	25.81
★ Santa Ana	814.5	108.6	104.4	14.01
★ Santa Barbara	478.6	124.5	119.7	9.81
Stockton	473.9	103.4	99.4	15.45
Ventura	571.8	97.3	93.6	5.55

Colorado	471.9	103.4	99.4	169.19
Colorado Springs	666.4	99.5	95.7	12.33
★ Denver	436.7	104.2	100.2	68.34
Pueblo	464.7	99.5	95.7	9.29

Connecticut

	427.0	108.8	104.6	268.38
★ Bridgeport	344.2	106.0	101.9	22.27
★ Hartford	345.3	109.0	104.8	32.97
Middletown	379.3	101.6	97.7	3.98
Meriden-				
Wallingford	417.2	101.9	98.0	7.97
★ New Haven	348.5	112.7	108.4	26.77
★ New London	414.5	121.7	117.0	7.05
★ Norwich	487.7	104.1	100.1	5.41
Stamford	506.6	103.4	99.4	12.11
★ Waterbury	373.9	108.4	104.2	14.32

Delaware	469.9	98.7	94.9	45.30
Wilmington	377.9	98.4	94.6	21.58

District of Columbia

	332.6	104.2	100.2	117.38
★ Washington	331.5	104.2	100.2	117.38

Florida	795.7	109.2	105.0	428.42
★ Fort Lauderdale	1051.4	118.4	113.8	16.61
★ Jacksonville	591.1	105.4	101.3	38.48
★ Miami	738.3	109.3	105.1	66.97
★ Orlando	785.1	108.6	104.4	18.14
★ Pensacola	671.4	113.3	108.9	10.00
St. Petersburg	685.9	102.9	98.9	19.68
★ Tampa	750.0	109.7	105.5	30.38



"Are YOU Keeping Pace with Us?"

TOP PRODUCER

Stamford's dynamic sales gains have made it the fastest growing market in the state (1948-54 Census period) . . . and top sales producer of the three central cities of this metropolitan market, richest in the nation. Sales production index tops the other cities' in total retail, general merchandise, apparel, gasoline, lumber-building-hardware sales.

To sell unmatched Stamford (\$136 million sales), you need the Advocate's unmatched 97% coverage of the city's homes.

Stamford Advocate
STAMFORD, CONN.

Represented by
The Julius Mathews Special Agency, Inc.

NEW LONDON

Big-City Conn.'s
Best Household, Radio
And Furniture Market!

Here's where your products literally "hit home". New London family average spending on furniture—household equipment—radios is higher than in any other Conn. city of 25,000 or over.*

And the way to make your sales message "hit home" with 95.6% of the 66,547 ABC city zone . . . is through THE DAY, the ONLY newspaper that sells this big, heavy-spending isolated city.

*Source: S.M. '56 Survey

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

SALES MANAGEMENT

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.

FOR NOVEMBER, 1956



RETAIL SALES FORECAST

(S.M. Forecast for November, 1956)

	City	City	Nat'l.	
	Index	Index	Index	\$
	1956	1956	1956	(Million)
	vs.	vs.	vs.	November
	1939	1955	1955	1956

Georgia	524.9	101.4	97.5	287.36
Albany	660.4	102.5	98.6	5.81
Atlanta	486.4	101.0	97.1	73.69
Augusta	554.1	96.5	92.8	12.25
Columbus	597.8	99.8	96.0	12.44
Macon	528.9	102.1	98.2	11.74
★ Savannah	460.3	105.5	101.4	13.95

Hawaii

★ Honolulu	384.8	108.4	104.2	28.05
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Idaho

★ Boise	453.4	107.4	103.3	8.80
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\$10,000,000.00

Modernization of NORWALK'S BUSINESS AREA

\$10 million will be spent modernizing and expanding the center of Norwalk—to keep pace with the rapidly growing shopping needs of the 31,800 families in the Norwalk portion of the country's richest metropolitan market.

With \$8,148 income, these families spend an average of \$4,888 for retail goods, a total of \$155,460,000... will spend on an even larger scale as these multi-million dollar improvements in shopping facilities make it easier for them to buy... coax more money into local cash registers.

To sell Norwalk, your first choice is the Hour—miles ahead of any incoming paper in coverage and advertising response.

The Norwalk Hour

NORWALK, CONN.

96% Coverage of A.B.C.
City Zone (60,425)

57% Coverage of
The Trading Area

Represented by

The Julius Mathews Special Agency, Inc.

RETAIL SALES FORECAST

(S.M. Forecast for November, 1956)

	City	City	Nat'l.	
	Index	Index	Index	\$
	1956	1956	1956	(Million)
	vs.	vs.	vs.	November
	1939	1955	1955	1956

Illinois	415.2	101.9	98.0	1,039.77
Bloomington ..	324.1	98.2	94.4	5.83
Champaign-				
Urbana	392.2	100.6	96.7	8.90
Chicago	349.6	101.4	97.5	465.55
Danville	474.4	103.6	99.6	8.11
Decatur	394.5	98.8	95.0	11.52
★ East St. Louis ..	471.8	105.1	101.1	10.99
Moline-Rock Is-				
land-E. Moline ..	386.3	100.4	96.5	12.71
Peoria	344.4	103.2	99.2	18.49
★ Rockford	474.7	106.4	102.3	18.32
Springfield ...	407.2	101.1	97.2	14.66

Indiana	466.3	102.4	98.5	435.72
Evansville	416.9	98.1	94.3	16.55
Fort Wayne ...	439.1	103.6	99.6	21.69
Gary	486.5	100.8	96.9	18.54
★ Indianapolis ...	449.1	104.1	100.1	74.46
Lafayette	366.1	100.7	96.8	5.93
Muncie	409.0	98.8	95.0	8.47
South Bend ...	399.4	99.9	96.1	16.85
Terre Haute ...	330.8	99.6	95.8	9.79

Iowa	388.5	100.8	96.9	280.12
★ Cedar Rapids ..	414.6	106.1	102.0	12.06
Davenport	367.8	103.7	99.7	11.11
Des Moines ...	364.6	99.6	95.8	26.39
Dubuque	367.4	99.2	95.4	6.32
Sioux City	321.8	96.0	92.3	11.14
Waterloo	358.6	98.3	94.5	8.96

Kansas	483.8	99.9	96.1	200.77
Hutchinson ...	389.4	96.0	92.3	5.53
Kansas City ...	458.3	103.3	99.3	14.16
Topeka	467.9	102.1	98.2	13.01
Wichita	693.0	97.6	93.8	32.43

Kentucky	458.6	102.8	98.8	209.05
Lexington	377.1	100.3	96.4	10.97
Louisville	460.4	103.5	99.5	53.03
Paducah	394.6	96.4	92.7	5.09

Louisiana	530.7	104.3	100.3	226.15
Baton Rouge ..	758.5	103.1	99.1	18.51
★ Lake Charles ..	798.4	106.1	102.0	7.90
★ Monroe-West				
Monroe	510.2	104.1	100.1	8.72
★ New Orleans ...	455.9	104.7	100.7	62.97
Shreveport	488.6	101.4	97.5	20.18

Only ONE
Puts You THERE
in This
\$45,000,000.00
Market

York County looms big in your Maine marketing picture—with the fourth largest sales total in the state.

To sell this strategic county, you need solid coverage of its prime market, Biddeford-Saco—where 35% of the county's population, 36% of its income, 42% of its retail sales, 39% of food, 70% of automotive, 45% of general merchandise sales are concentrated.

The Biddeford Journal alone covers Biddeford-Saco... and solidly. Reaching 90% of the homes, it puts you THERE when brand preferences are in the making.

THE BIDDEFORD JOURNAL

BIDDEFORD, MAINE

Represented by

The Julius Mathews Special Agency, Inc.



...because they went
to their doctors in time

Many thousands of Americans are being cured of cancer every year. More and more people are going to their doctors in time.

But the tragic fact, our doctors tell us, is that every third cancer death is a needless death... twice as many could be saved.

For the facts of life about cancer, call the American Cancer Society office nearest you or write to "Cancer" in care of your local Post Office.

American Cancer Society



THE STATE-SIZE PORTLAND, MAINE MARKET

OUTSCORES MANY STATES IN VOLUME AND QUALITY

Selling Cheese? Coffee? Shoes? Automobiles? Aspirin? Refrigerators? Whatever your product, Portland is your market. For proof, look at the "scoreboard" below.

In every category, sales in the 9-county Portland area add up to state-size volume — with higher sales per family than many states.



In addition, Portland offers you a famous, time-tested advertising medium that quickly converts this big, tempting potential into SALES. Year after year, advertisers turn to Portland as a favorite test city . . . buy the Portland Newspapers for fast results . . . get them in state-size proportions. If you're aiming for larger sales quotas in 1957, be sure the Portland Newspapers are on your list.

THE 9-COUNTY PORTLAND SALES AREA

	No. of States Outranked in Volume	No. of States Outranked in Family Sales
Retail Sales	4	25
Food	9	44
Genl. Mdse.	7	19
Apparel	7	34
Furn.-Hshld.	5	10
Automotive	4	22
Gasoline	4	19
Lumb.-Bldg.	4	12
Drug	4	21

PORTLAND, MAINE NEWSPAPERS

PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM

78,688 DAILY 93,222 SUNDAY

Represented by The Julius Mathews Special Agency, Inc.

HIGH SPOT CITIES RETAIL SALES FORECAST :

See the Survey of
Buying Power for
full population, sales
and income data
on these cities.



FOR NOVEMBER, 1956 •

RETAIL SALES FORECAST
(S.M. Forecast for November, 1956)

City	City	City	
Index	Index	Index	\$
1956	1956	1956	(Million)
vs.	vs.	vs.	November
1939	1955	1955	1956

Maine	367.8	104.2	100.2	90.66
★ Bangor	381.7	107.6	103.5	6.83
Lewiston-				
Auburn	296.5	102.5	98.6	6.64
Portland	288.4	102.4	98.5	11.65

Maryland	486.5	105.3	101.2	264.03
★ Baltimore	353.7	105.1	101.1	118.21
Cumberland ...	296.6	102.5	98.6	5.58
★ Hagerstown ...	447.1	104.6	100.6	6.84

Massachusetts	350.5	104.5	100.5	533.71
Boston	283.3	103.5	99.5	122.15
★ Brockton	301.1	106.0	101.9	8.31
Fall River	292.9	97.9	94.1	10.43
★ Holyoke	357.0	107.0	102.9	6.89
★ Lawrence	313.7	106.7	102.6	9.88
★ Lowell	386.4	107.8	103.7	10.51
Lynn	321.0	102.6	98.7	11.72
New Bedford ...	308.8	98.8	95.0	11.09
★ Pittsfield	359.1	111.7	107.4	7.68
★ Salem	390.1	110.1	105.9	6.75
Springfield	304.0	103.4	99.4	22.41
★ Worcester	319.2	105.7	101.6	26.04

Michigan	490.5	98.5	94.7	782.62
Battle Creek ..	379.7	98.6	94.8	8.12
★ Bay City	414.1	104.2	100.2	7.91
Detroit	407.2	97.0	93.3	238.27
Flint	501.9	93.1	89.5	31.67
Grand Rapids ..	424.0	101.3	97.4	30.11
Jackson	369.8	93.3	89.7	9.68
★ Kalamazoo	432.8	110.3	106.1	13.72
Lansing	452.3	97.2	93.5	18.55
Muskegon	436.9	102.3	98.4	9.04
Pontiac	499.6	97.7	93.9	13.64
Port Huron ..	403.9	99.1	95.3	6.42
★ Royal Oak-				
Ferndale	871.9	105.8	101.7	16.65
Saginaw	452.4	100.6	96.7	14.30

Minnesota	363.6	101.7	97.8	324.10
Duluth	301.3	103.2	99.2	12.75
Minneapolis ..	335.2	100.8	96.9	79.37
St. Paul	287.0	101.9	98.0	42.31

SALES MANAGEMENT

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.

FOR NOVEMBER, 1956



RETAIL SALES FORECAST
(S.M. Forecast for November, 1956)

	City	City	City	
	Index	Index	Index	\$
	1956	1956	1956	(Million)
	vs.	vs.	vs.	November
	1939	1955	1955	1956

Mississippi	495.5	103.3	99.3	122.64
Jackson	576.6	101.8	97.9	13.20
★ Meridian	492.4	106.0	101.9	5.27

Missouri	431.7	100.9	97.0	417.10
★ Joplin	374.5	104.1	100.1	5.95
Kansas City ..	370.5	98.0	94.2	73.29
St. Joseph	319.8	97.9	94.1	8.16
St. Louis	347.8	102.0	98.1	108.21
★ Springfield ...	459.5	104.8	100.8	10.52

Montana	383.1	105.6	101.5	74.52
Billings	475.2	102.4	98.5	7.79
★ Butte	300.7	113.2	108.8	6.64
Great Falls ...	402.5	100.9	97.0	7.20

69,204 Customers—Or Missing Persons?

It could be the latter. The 69,204 people in the Taunton ABC market are a mighty army of consumers—users of your brand. But you can write them off as missing persons if you're by-passing the Taunton Gazette in your advertising plans.

The Gazette alone gives you effective coverage of Bristol County's most able-to-buy major market—69,204 population, \$90 million income, \$70 million retail sales. Gazette readers have more, can buy more . . . respond more freely to advertising.

Taunton Gazette
Established 1884
TAUNTON, MASS.

Represented by
The Julius Mathews Special Agency, Inc.

RETAIL SALES FORECAST
(S.M. Forecast for November, 1956)

	City	City	City	
	Index	Index	Index	\$
	1956	1956	1956	(Million)
	vs.	vs.	vs.	November
	1939	1955	1955	1956

Nebraska	405.7	98.1	94.3	141.21
Lincoln	377.0	97.3	93.6	12.97
Omaha	365.9	98.0	94.2	33.96

Nevada	611.1	103.8	99.8	33.12
Reno	487.6	103.5	99.5	9.80

New Hampshire	369.6	104.7	100.7	59.28
Manchester ...	342.9	102.0	98.1	10.15
★ Nashua	374.4	109.3	105.1	4.75

New Jersey	428.2	104.5	100.5	592.99
★ Atlantic City .	320.2	105.4	101.3	12.55
Camden	383.2	103.0	99.0	16.59
★ Elizabeth	364.9	106.4	102.3	14.45
Jersey City:				
Hoboken	295.6	104.5	96.8	30.12
Newark	269.3	100.3	93.8	59.05
★ Passaic-Clifton.	408.9	107.2	103.1	17.38
★ Paterson	343.4	107.2	103.1	20.81
★ Trenton	404.6	107.1	103.0	23.26

New Mexico	662.7	107.6	103.5	73.03
★ Albuquerque ..	1061.0	107.2	103.1	21.75

New York	355.5	104.7	100.7	1,737.89
Albany	313.0	102.5	98.6	20.85
Binghamton ...	336.3	101.2	97.3	12.58
★ Buffalo	348.0	106.5	102.4	76.59
Elmira	315.5	102.0	98.1	7.47
Hempstead				
Township ...	820.5	102.3	98.4	85.33
Jamestown	322.7	98.2	94.4	5.97
★ New York	303.2	104.6	100.6	851.32
Niagara Falls ..	389.0	102.6	98.7	12.14
Poughkeepsie ..	353.2	102.8	98.8	8.76
Rochester	333.8	101.4	97.5	49.90
★ Rome	488.6	114.0	109.6	5.13
★ Schenectady ...	385.5	105.1	101.1	15.23
★ Syracuse	354.4	107.3	103.2	33.03
Troy	300.4	103.8	99.8	9.34
Utica	318.1	103.1	99.1	12.63

North Carolina	569.6	103.9	99.9	316.05
★ Asheville	426.9	105.1	101.1	9.69
Charlotte	560.3	100.5	96.6	23.48
Durham	422.6	101.6	97.7	9.26
Greensboro ...	690.3	103.5	99.5	16.91
High Point ...	525.8	103.2	99.2	6.10
★ Raleigh	514.2	104.9	100.9	11.52
Salisbury	429.0	103.3	99.3	4.20
Wilmington ...	505.7	99.6	95.8	6.52
★ Winston-Salem..	544.3	109.8	105.6	13.99

You'll keep coming back for more

POST advertisers are a consistent, satisfied group.

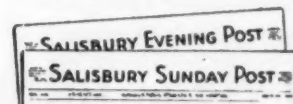
You'll know why once you give the POST a trial.

POST readers have money to spend and are willing to spend it.

POST readers believe in what the POST prints . . . advertising included.

Not just sales . . . but profitable sales . . . is the reward of advertising in the POST.

Over 17,000 circulation.



Published in the Tri-Cities
Salisbury—Spencer—East Spencer
Post Office:
SALISBURY, NORTH CAROLINA

TOP-NOTCH Food Packaging JOB

The 9,000 families in the Little Falls market spend \$952 for food—\$102 more than the average American family.

Family for family, Little Falls is a far better market than many mass-volume markets. A more tempting sales "package" too. The Little Falls Times, only paper thoroughly serving and influencing this area, provides complete coverage of city, 75% coverage of the entire market . . . wraps up this quality food market for fast, low-cost delivery.

Little Falls Times
LITTLE FALLS, N. Y.

Represented by
The Julius Mathews Special Agency, Inc.

Your Advertising Target Is ELYRIA

Sales Management ranks this metropolitan area among the fifty fastest growing in America—rating special attention in your present and future advertising plans.

Consumer buying habits point to Elyria as the area's prime advertising target. Elyria's retail activity is 55% above average, against 33% for the county's other trading center. Elyria is 67% busier!

Add to that Elyria's big lead in total automotive and general merchandise sales and the strategic selling approach to this \$330 million market is obvious—the Chronicle-Telegram . . . advertisers' first choice in the county . . . tops in news coverage and lineage . . . read in 97% of the city's homes, 77% of the trading area.

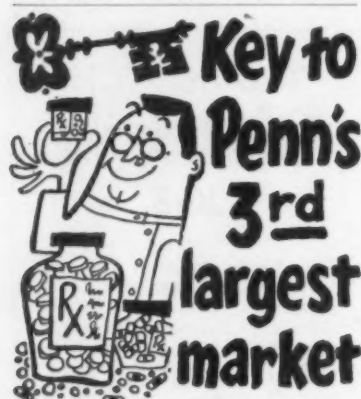
Chronicle-Telegram

"The Family Newspaper"

ELYRIA, OHIO

21,862 Circulation —
Double the number of City Families

Represented by
The Julius Mathews Special Agency, Inc.



Question: What makes Bethlehem drug-gists smile?

Answer: \$3,041,000 in their cash registers! (That total put Bethlehem 60% over the Pennsylvania per family drug product average). And how do drug and other advertisers blanket Bethlehem? They invest in the vital "Globe Times"—the only paper that really covers Bethlehem (outside papers don't even reach 1/3 of the market!) Smart idea—put the "Globe Times" on your schedule!

The Bethlehem Globe=Times

Roland L. Adams, Publisher
Represented nationally by Gallagher-Delisser, Inc.

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of
Buying Power for
full population, sales
and income data
on these cities.



FOR NOVEMBER, 1956 •

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

City	City	City	
Index	Index	Index	\$
1956	1956	1956	(Million)
vs.	vs.	vs.	November
1939	1955	1955	1956

North Dakota

444.1	101.2	97.3	60.75
Fargo	415.4	100.9	97.0
			7.44

Ohio

443.0	104.5	100.5	947.75
★ Akron	410.6	106.1	102.0
Canton	369.7	100.6	96.7
Cincinnati	362.9	102.8	98.8
★ Cleveland	358.8	105.5	101.4
★ Columbus	440.7	108.0	103.8
★ Dayton	486.2	104.1	100.1
Elyria	500.2	100.4	96.5
★ Hamilton	556.9	104.6	100.6
Lima	386.1	95.8	92.1
★ Lorain	507.6	106.0	101.9
			7.46

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

City	City	City	
Index	Index	Index	\$
1956	1956	1956	(Million)
vs.	vs.	vs.	November
1939	1955	1955	1956

Ohio (Cont.)

★ Mansfield	493.2	105.8	101.7	9.32
Middletown	413.8	96.3	92.6	5.30
Portsmouth	362.8	95.3	91.6	6.02
★ Springfield	437.8	104.8	100.8	11.82
★ Steubenville	369.1	107.0	102.9	7.64
Toledo	366.6	100.0	96.2	42.41
Warren	492.9	102.1	98.2	9.41
★ Youngstown	359.2	105.1	101.1	25.21
★ Zanesville	383.0	104.8	100.8	6.55

Oklahoma

457.7	104.8	100.8	205.77
★ Bartlesville	484.1	115.8	111.3
★ Muskogee	387.3	107.8	103.7
★ Oklahoma City	511.0	104.4	100.4
Tulsa	540.4	102.8	98.8
			32.21

Oregon

506.6	111.4	107.1	196.30
Eugene	571.8	99.8	96.0
★ Portland	438.4	112.9	108.6
★ Salem	461.3	107.1	103.0
			8.26

COMING NOVEMBER 10

"Marketing on the Move in 1957"

This provocative forecast of marketing on the move will round out precise buying power statistics with human interest studies of flesh and blood consumers. An exclusive analysis of each trade area depicts its unique virtues and tells advertisers what they want to know, why, where, and to what extent.

HIGH SPOT CITIES

RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.



FOR NOVEMBER, 1956 •

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

City	City	Nat'l.	
Index	Index	Index	\$
1956	1956	1956	(Million)
vs.	vs.	vs.	November
1939	1955	1955	1956

Pennsylvania

	384.2	104.9	100.9	1,055.03
★ Allentown	402.2	106.6	102.5	17.17
★ Altoona	274.9	106.4	102.3	7.72
★ Bethlehem	382.6	107.3	103.2	7.31
★ Chester	444.7	104.4	100.4	10.27
Erie	418.1	101.2	97.3	17.77
★ Harrisburg	398.9	104.2	100.2	17.63
★ Hazleton	287.5	106.1	102.0	4.25
★ Johnstown	319.3	105.1	101.1	10.09
★ Lancaster	379.1	106.0	101.9	11.90
★ Norristown	429.8	106.9	102.8	6.40
★ Oil City	288.4	108.8	104.6	2.48
Philadelphia	344.2	103.7	99.7	232.01
★ Pittsburgh	318.7	107.8	103.7	94.51
Reading	321.0	101.0	97.1	15.44
★ Scranton	274.9	106.3	102.2	13.61
Wilkes-Barre	271.2	99.1	95.3	9.90
Williamsport	347.0	100.8	96.9	6.35
York	451.0	101.9	98.0	11.86

Rhode Island

	330.7	100.5	96.6	79.83
Newport	299.9	96.9	93.2	3.48
Providence	284.4	100.4	96.5	32.96
Woonsocket	299.1	100.7	96.8	5.09

South Carolina

	507.9	102.8	98.8	147.84
Charleston	455.6	102.3	98.4	11.66
Columbia	475.1	98.8	95.0	13.87
★ Greenville	543.4	105.9	101.8	12.44
Spartanburg	418.8	103.9	99.9	6.87

South Dakota

	414.9	102.0	98.1	61.57
Aberdeen	403.9	101.9	98.0	3.35
Sioux Falls	378.1	95.7	92.0	7.75
★ Rapid City	658.2	109.1	104.9	6.06

Tennessee

	487.5	102.3	98.4	259.06
★ Chattanooga	429.2	104.9	100.9	21.07
Knoxville	423.3	94.0	90.4	19.60
Memphis	474.7	102.5	98.6	56.54
★ Nashville	448.4	104.0	100.0	31.70

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

City	City	Nat'l.	
Index	Index	Index	\$
1956	1956	1956	(Million)
vs.	vs.	vs.	November
1939	1955	1955	1956

Texas

	567.0	103.8	99.8	896.07
★ Abilene	678.1	106.4	102.3	8.54
Amarillo	705.4	98.7	94.9	16.36
★ Austin	566.4	105.4	101.3	18.80
★ Beaumont	533.1	106.3	102.2	14.18
Corpus Christi	649.8	100.8	96.9	18.19
Dallas	592.8	100.7	96.8	90.11
★ El Paso	680.5	105.5	101.4	23.41
★ Fort Worth	634.5	107.0	102.9	51.91
★ Galveston	376.4	107.4	103.3	8.21
★ Houston	637.1	109.0	104.8	108.68
Laredo	521.5	100.7	96.8	4.38
Lubbock	847.4	96.3	92.6	15.68
Port Arthur	428.2	98.9	95.1	7.66
San Angelo	538.3	97.8	94.0	7.27
San Antonio	582.0	98.9	95.1	52.73
Texarkana	427.9	99.9	96.1	5.73
Tyler	504.9	100.3	96.4	7.37
Waco	543.6	97.9	94.1	11.80
Wichita Falls	526.4	100.4	96.5	10.63

Utah

	498.8	107.4	103.3	74.62
★ Ogden	457.9	105.1	101.1	7.83
★ Salt Lake City	470.0	107.5	103.4	31.30

Vermont

	360.6	110.3	106.1	38.98
★ Burlington	389.7	115.2	110.8	5.81
Rutland	271.0	99.0	96.1	2.79

Virginia

	546.3	103.7	99.7	300.67
Danville	432.4	103.6	99.6	5.97
★ Lynchburg	357.0	104.0	100.0	6.68
Newport News	527.2	103.2	99.2	8.75
Norfolk	549.6	101.6	97.7	30.72
Portsmouth	625.4	100.2	96.3	9.07
Richmond	381.6	102.9	98.9	36.32
★ Roanoke	429.1	110.3	106.1	13.64

Washington

	467.3	101.7	97.8	273.06
Bellingham	343.0	97.9	94.1	4.70
★ Everett	412.5	105.1	101.1	6.60
Seattle	413.8	101.2	97.3	75.85
Spokane	439.0	101.0	97.1	25.33
Tacoma	443.7	103.6	99.6	21.48
Yakima	443.4	98.2	94.4	8.87

West Virginia

	373.9	101.6	97.7	132.36
Charleston	402.9	102.6	98.7	15.52
Huntington	404.4	102.6	98.7	11.08
Wheeling	316.3	97.1	93.4	8.86

Plus +

Features For Testing

• Woonsocket retail sales per family equal exactly the average for the U. S. Result: an ideal testing city which mirrors "typical" buying power for your product. Inexpensive, too. There's only one local daily, the —

WOONSOCKET CALL

Representatives: Gilman, Nicoli & Ruthman
Affiliated: WWON, WWON-FM

COVERS RHODE ISLAND'S
PLUS + MARKET

NEWPORT RHODE ISLAND'S RICHEST MARKET

Newport County's \$17,205,000 food sales average \$967 per family—\$112 more groceries than the average U. S. family buys. This quality food market is isolated . . . outside the state's only metropolitan area . . . can be sold only by its own daily . . .

The Newport Daily News

Newport County's Only Daily

Largest Circulation
in Southern Rhode Island

Represented by
The Julius Mathews Special Agency, Inc.

Coming Nov. 10 . . .

An analysis of 1957's best markets for consumer and industrial goods.

In Sales Management

PIN-ONS FOR PROFIT HAWAIIAN WOODROSES



Here's a new exciting giveaway or premium to captivate women everywhere. A real flower preserved by nature to last forever. Women love the exquisite beauty of the HAWAIIAN

WOODROSE corsage. Complete with colorful ribbon bow ready to pin on! Perfect for special sales events, special days, to introduce new products, new models, etc. It's a low cost high prestige idea. Order a 100 or thousands. Guaranteed Delivery.

Send for price lists and illustrated catalogue
Dept. SM 1

Flowers of Hawaii - H. C. Krueger
470 S. Lafayette Pl., Los Angeles 57, Cal.

Personal PHOTO Christmas Cards

20 for \$1

...including envelopes plus 35¢ shipping

FROM YOUR OWN NEGATIVE

FREE SAMPLE Send snapshot negative (of child, home, pet, etc.) and 10¢ for handling. You'll receive FREE SAMPLE of deluxe Card featuring one of 6 new designs and your photo. Negative returned with sample and illustrated Folder. (If without negative, send photo and 50¢ for new negative.) See the finest before you buy. No obligation. Sample Offer expires Nov. 23. Write today.

RUSSELL SNOW PHOTO CO.
Dept. 237 Waltham 54, Mass.

masonry building

singularly different...

Masonry Building's over 20,000 paid subscribers are among a specialized high buying power segment of the building industry who read MB because MB alone covers their needs editorially.

5 So. Wabash, Chicago 3

HANSEN STORAGE CO.
124 N. JEFFERSON ST.
MILWAUKEE, WIS.

WISCONSIN'S LARGEST AND MOST MODERN

AFFILIATE - HANSEN STORAGE OF MADISON INC

Wisconsin

	418.2	108.0	103.8	390.29
★ Appleton	490.9	110.4	106.2	6.92
Beloit-Janesville	418.5	103.9	99.9	9.00
★ Green Bay	408.2	108.1	103.9	9.47
Kenosha	424.7	101.0	97.1	7.26
★ La Crosse	429.2	111.9	107.6	7.55
Madison	385.0	99.3	95.5	15.01
★ Milwaukee	375.2	110.1	105.9	95.08
Oshkosh	375.1	101.2	97.3	6.00
Racine	409.2	103.6	99.6	9.70
★ Sheboygan	365.8	106.4	102.3	5.85
★ Superior	288.4	107.2	103.1	3.72

Wyoming

	412.6	102.5	98.6	36.23
★ Casper	593.7	105.5	101.4	6.06
Cheyenne	458.8	98.6	94.8	5.55

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

	City	City	Nat'l.	
Index	Index	Index	Index	\$
1956	1956	1956	(Million)	
vs.	vs.	vs.	November	
1941	1955	1955	1956	

Canada

398.0	106.0	100.0	1160.30
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Alberta

★ Calgary	428.5	116.2	109.6	18.81
★ Edmonton	541.6	107.1	101.0	21.93

RETAIL SALES FORECAST (S.M. Forecast for November, 1956)

	City	City	Nat'l.	
Index	Index	Index	Index	\$
1956	1956	1956	(Million)	
vs.	vs.	vs.	November	
1941	1955	1955	1956	

British Columbia

★ Vancouver	445.7	110.5	104.2	54.77
Victoria	308.8	99.0	93.4	9.60

Manitoba

Winnipeg	263.3	104.1	98.2	30.44
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New Brunswick

Saint John ...	270.2	104.4	98.5	5.65
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Nova Scotia

Halifax	242.8	101.4	95.7	10.52
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Ontario

★ Hamilton	318.5	107.2	101.1	23.48
London	375.5	100.1	94.4	12.69
Ottawa	288.5	100.7	95.0	19.91
★ Toronto	337.0	106.6	100.6	114.07
Windsor	271.8	95.5	90.1	12.34

Quebec

★ Montreal	339.6	107.8	101.7	113.42
Quebec	302.8	100.2	94.5	16.20

Saskatchewan

★ Regina	364.0	111.4	105.1	11.69
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SALES GAINS AND LOSSES

Current operating statements show these changes in net sales volume (millions of dollars) for representative corporations over the year-ago:

Company	Period	1956	1955	Company	Period	1956	1955
Albemarle Paper Mfg. Co.	24 wks.	\$ 14.9	\$ 10.7	Kayser (Julius) & Co.	1 yr. f	\$ 70.9	\$ 43.2
American Air Filter Co.	9 mo.	25.0	20.3	Kirsch Co., Inc.	1 yr. f	29.5	24.1
American Enka Corp.	36 wks.	42.2	48.8	Kwikset Locks, Inc.	1 yr. f	15.5	15.4
American Seal-Kap Corp.	6 mo.	5.7	4.3	Lukens Steel Co.	9 mo.	67.6	56.4
American Sumatra Tobacco	1 yr. f	6.2	5.9	New Britain Mach. Co.	1/10/12	22.8	17.4
Artloom Carpet Co.	1 yr. f	11.8	12.3	Northwestn. Steel & Wire Co.	1 yr. f	74.1	51.4
Bates Manufacturing Co.	9 mo.	38.9	39.9	Pep Boys—Manny,			
Beau Brummell Ties, Inc.	11 mo.	3.6	3.6	Moe & Jack	6 mo.	7.4	7.1
Beckman Instruments, Inc.	1 yr. f	29.3	21.3	Polyplastex United, Inc.	1 yr. f	3.5	3.0
Brooks Brothers, Inc.	1 yr. f	22.3	20.3	Purex Corp., Ltd.	1 yr. f	34.8	25.1
Bunte Bros. Chase Candy Co.	1 yr. f	11.7	12.7	Pyramid Electric Co.	6 mo.	4.9	4.3
Burrus Mills, Inc.	1 yr. f	54.9	45.1	Red Owl Stores, Inc.	6 mo.	72.6	59.0
Cand'n. Hydrocarbons, Ltd.	6 mo.	1.8	1.1	Reeves Brothers, Inc.	1 yr. f	62.2	49.9
Carpenter Steel Co.	1 yr. f	61.6	43.9	Sheaffer (W. A.) Pen Co.	6 mo.	11.5	10.8
Centennial Mills	1 yr. f	25.4	27.8	South Coast Corp.	1 yr. f	23.2	14.6
Central Fibre Products Co.	1 yr. f	41.7	38.4	Sterchi Bros. Stores, Inc.	6 mo.	9.4	8.6
Colo. Milling & Elestr. Co.	3 mo.	23.7	24.7	Stouffer Corp.	1 yr. f	26.4	23.5
Cornell-Dubilier Elec. Corp.	9 mo.	25.4	27.1	Toro Manufacturing Corp.	1 yr. f	15.1	11.9
Crossett Co.	9 mo.	30.3	23.1	United Board & Carton Corp.	12 wks.	3.8	3.9
Elastic Stop Nut Corp. of Amer.	9 mo.	17.1	14.9	United Electric Coal Cos.	1 yr. f	14.9	12.4
Ex-Cell-O Corp.	9 mo.	106.0	75.1	United Merchants & Mfgs.	1 yr. f	433.0	392.2
Fairmont Foods Co.	6 mo.	52.8	52.0	Van Waters & Rogers, Inc.	9 mo.	48.4	42.8
Federal Pacific Elec. Co.	1 yr. f	39.2	33.8	Waukesha Motor Co.	1 yr. f	37.2	28.0
Frontier Refining Co.	1 yr. f	24.8	19.9	York-Hoover Corp.	1 yr. f	10.0	6.5
Gibson Art Co.	6 mo.	8.3	5.4				
Grand Union Co.	6 mo.	181.1	132.6				
Hayes Industries, Inc.	1 yr. f	21.0	20.4				
Hooker Electrochemical Co.	9 mo.	73.8	69.2				
Huron Milling Co.	1 yr. f	11.3	12.1				
Internat. Products Corp.	6 mo.	2.8	2.3				

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Agency: Caldwell, Larkin & Sidener-Van Riper, Inc.	
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Agency: Robert W. Orr & Associates, Inc.	
Akron Beacon Journal	70
Agency: McDaniel, Fisher & Spelman Company	
American Credit Indemnity Company	17
Agency: VanSant, Dugdale & Company	
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Agency: N. W. Ayer & Son, Inc.	
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Agency: Harvey B. Nelson Advertising	
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Agency: Dale & Finkels, Inc.	
Bliddeford Journal	109
Bill Brothers Publishing Corporation	73-75
Building Supply News	18-19
Agency: Hal Stebbins, Inc.	
Busch Film & Equipment Company	27
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Agency: Calkin & Witherbury, Inc.	
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Agency: Gray & Rogers	
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Sales Management

ADVERTISING SALES

DIRECTOR OF SALES

John W. Hartman

SALES PROMOTION MANAGER

Philip L. Patterson

Asst. to Sales Director
Caroline Cioffi

ADV. SERVICE MANAGER

Madeleine Singleton

PRODUCTION MANAGER

Patricia Simon

DIVISION SALES MANAGERS

New York—Randy Brown, Jr., Eastern Sales Manager; W. E. Dunsby, Wm. McClenaghan, Charles J. Stillman, Jr., John C. Jones, Elliot Hague, Howard Terry, 386 Fourth Ave., New York 16, N. Y. LExington 2-1760.

Chicago—C. E. Lovejoy, Jr., Western Advertising Director; W. J. Carmichael, Western Sales Manager; Thomas S. Turner, John W. Pearce, 333 N. Michigan Ave., Chicago 1, Ill., STate 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOODland 2-3612.

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THE SCRATCH PAD

By T. Harry Thompson



Memo for a salesman's notebook: Napoleon used to say that *impossible* is just a word in the dictionary of fools.

Like FDR with his widely quoted phrase, "in the foreseeable future," seasoned newsman Quincy Howe has one we're going to see more of, I feel sure: "A definite maybe."

In late summer, Sheraton Hotels employed a pleasant play-on-words in a page ad in *SALES MANAGEMENT*. Lying on a logotype of the name "Sheraton Hotels" was a smiling, relaxed sales manager. Headline: "Sales managers *rely* on Sheraton Hotels for extra-fine convention facilities, extra-special service."

ADJECTIVE: The banana-peel of the parts-of-speech.—*Clifton Fadiman*.

GIRDLE COMPETITION: Harness-race.

A refrigeration first? "G-E's new magnetic doors have no latch. Child cannot be locked inside."

By printing the price on the back, the makers of greeting-cards have shamed most of us into shunning the cheaper offerings.

"Happiness is a perfume which you cannot pour on others without getting a few drops on yourself."—*A Treasury of Jewish Quotations*.

"Movies are better than ever," it says here, but I wish our local theater would book a few of them.

Bert Parks told this story on *NBC Bandstand*, which you may have missed: It seems The Lone Ranger and his Indian guide, Tonto, were out on the prairie when a thousand Indians came charging at them from the North. "What do we do, Tonto?" asked the Lone Ranger. "Ride South," Tonto said. They did, only

to meet a thousand Indians coming at them from that direction.

"Where now, Tonto?" the L. R. asked. "Ride West," Tonto said. They veered, and a thousand Indians charged from that direction. "What now, Tonto?" the L. R. continued. "Ride East," counseled Tonto. But all escape was cut off as a thousand Indians closed in from the East. "What do we do now, Tonto?" asked the Lone Ranger in desperation, to which Tonto replied: "How do you mean *we*, Paleface?"

FLORIDA TAN: Yours for the basking.

OLD-TIMER: One who can remem-

ber when a heart-attack was called "acute indigestion."

A favorite oratorical line leads to a daffynition: "BLOODHOUNDS—Those who come after us."

Canada's Alden Hart reports a sign on a campsite near Montreal: "Strictly for the Boyds."

Writes Hal Speckman: "Dear Harry: Do you agree that Fanny is not a London derrière, nor even a Londonderry air?" You are fundamentally right, Hal.

Another product that lives up to its billing is Pearson Sakrin (so spelled) in the squeeze-bottle that lasts and lasts.

"The guy who insisted that life begins at 40 must have had beginner's luck."—*The Country Drummer*.

A parting thought for executives, courtesy of Haliburton: "To carry care to bed is to sleep with a pack on your back."

Que Sera Sera

If you dialed any disk-jockey last summer, or saw *The Man Who Knew Too Much*, you will have no trouble in translating the title of this pop-tune as "What Will Be, Will Be."

It is a consoling philosophy whose lateral roots reach from John Calvin to Pollyanna . . . a comfort in your vigil at the bedside of a loved one . . . an unguent for bruised hopes in a brass-knuckle election . . . a soothing-syrup when we fail to nail a sale.

As an intelligent individual, however, it is unnecessary to warn you that *que sera sera* is no narcotic to numb or nullify honest effort.

Nor need we be reminded that baseball games often go beyond the ninth inning. Even with two-and-three on the batter and the bases loaded, a single circuit-clout can break a tie and put the underdog on top. It happens every day, in one kind of contest or another.

They say that when Andrew Jackson was a boy in the backwoods of South Carolina, he and his pals were fond of rasslin'. Andrew would often be thrown the first time, the second, and even the third; but he always came back for more. Finally, he would tire his opponent out and pin his shoulders to the ground. The gang's verdict was: "The trouble with Andy is, he won't stay throwed!"

Few of us may have the grit of Andrew Jackson, but we can still put forth the very best we have in us. Then and only then, if we fail in spite of everything, we can take consolation in the saying, *que sera sera*.

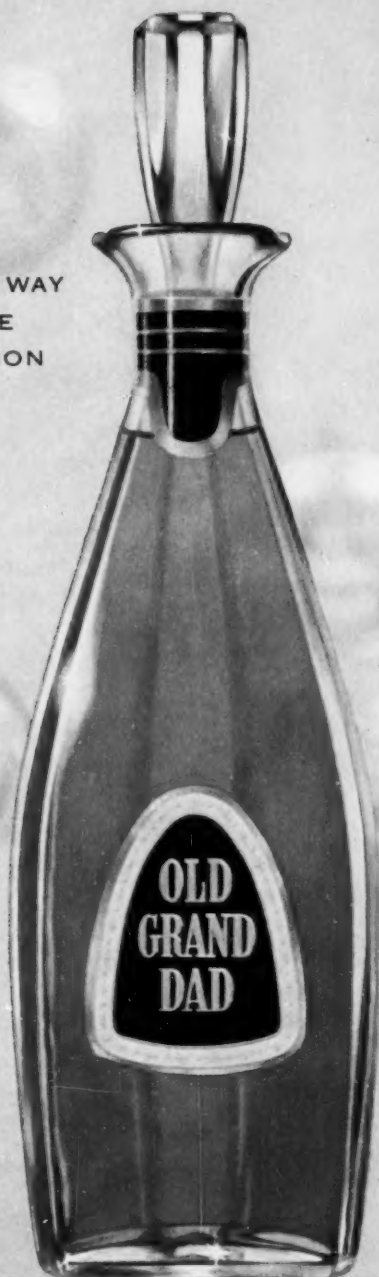
THE
MOST BEAUTIFUL WAY
TO GIVE
FINE BOURBON

OLD GRAND-DAD

"HEAD OF THE BOURBON FAMILY"

Classic Decanter

FOR 1956



FOR your holiday gift-giving, Old Grand-Dad is presented in the most beautiful of all decanters. Selling at the same price as the standard bottle, it contains the same measure of the same fine bonded bourbon whiskey. It is your annual opportunity to honor the true bourbon fanciers among your friends.



A TRULY MAGNIFICENT GIFT

Both the Old Grand-Dad Classic Decanter and the regular bottle are available in Presentation Cases of one dozen, with beautiful holiday cartons of matching design. A most generous gift for the top people on your list!

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD
DISTILLERY CO., FRANKFORT, KY., DIV. OF NATIONAL DISTILLERS PRODUCTS CORP.





What made Wheeler, the dealer, shift gears in Chicago?

Just between us clients, there once was a Chicago Tribune advertiser who complained bitterly! But if you were in the new car business as he was, maybe you'd complain, too.

"New car sales slump—production cut," screamed the trade press. And the more sales slumped, the louder Henry Wheeler, the dealer, shouted about his \$1488 Bargain Special. To small applause.

One morning over coffee at a local eatomat, Wheeler bemoaned his fate to a neighboring gedunker named Joe.

(Between coffee breaks Joe calls on advertisers for the Chicago Tribune.)



"Cheer up, Henry," said Joe, "the road you're traveling is a rough one, I'll admit. But why don't you let me pull into the Tribune Research Service Station for directions? Maybe the boys there can suggest a way around some of the bumps."

So Henry agreed to Joe's suggestion.

And here's the route the Tribune trouble shooters recommended: 57% of the cars sold in metropolitan Chicago are middle- or high-priced models—far above the 46% figure for the nation as a whole. Therefore, Hank would find much smoother going if he traveled Chicago's super advertising highway and featured his more luxurious models—instead of the low road with the \$1488 Special.

What's more, 57% of Chicago's car-owning families buy their cars new—compared to the national average of 50%. So if he shifted his advertising gears and stepped on the gas, the road ahead would be smoother for Henry.

"By Joe," shouted Henry, "that sounds like a great idea. I'll go to work on that proposition right now."



"And speaking of propositions, Joe," continued Henry, "you ought to see our new Super-Duper pale pink convertible complete with white sidewalls, radio and heater."

So Joe stopped, looked . . . and listened to it purr as he drove the pastel beauty home.

Now maybe you sell pale pink camisoles or calculators instead of convertibles, but this story has a moral for you, too. If you want to find out the red-hot lowdown on the Chicago market, why not call up Joe?

Nobody knows Chicago like the Tribune. Nothing sells Chicago like the Tribune. And Joe's just the one who can tell you.

P. S. Joe's on his own when it comes to all personal purchases, whether or not they're incurred in the line of duty.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

